

CHEMIST & DRUGGIST

The newsweekly for pharmacy

September 26, 1992

OVER THE COUNTER INSIDE

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pay views**

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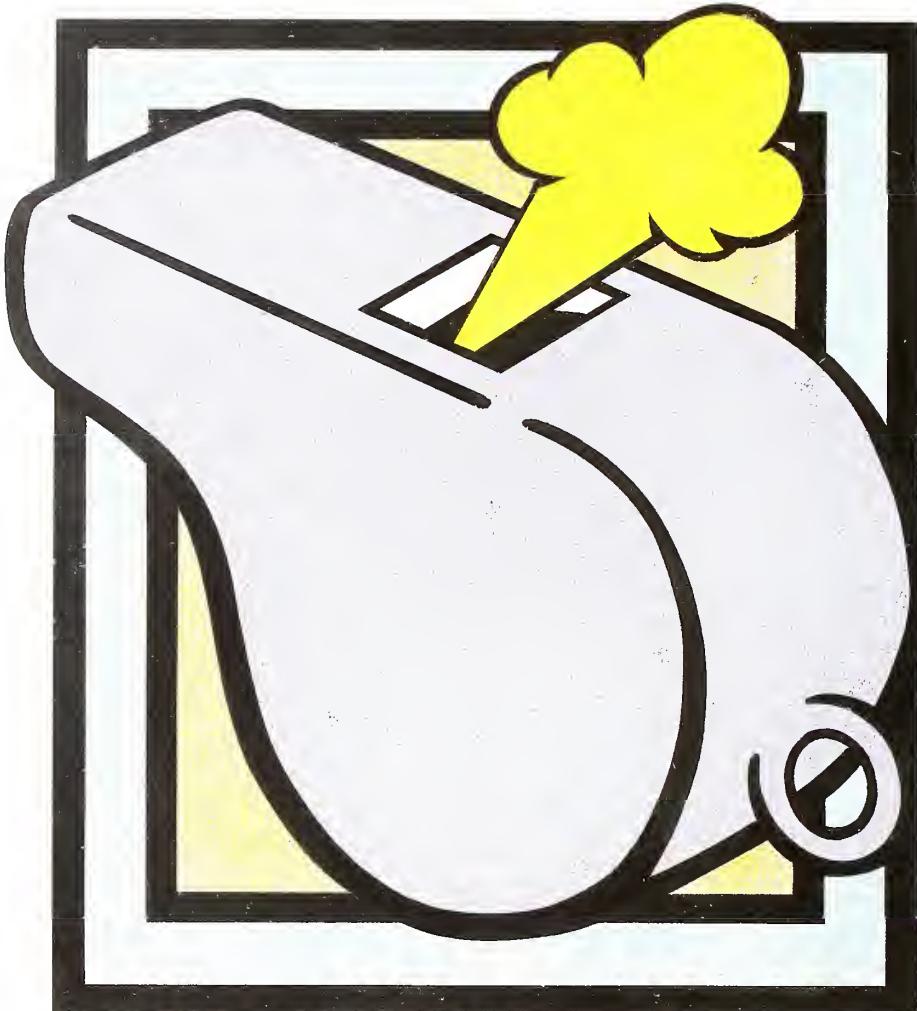
**Another step up
for SB's Jensen**

**Du Pont targets
retail generics
market in UK**

**The NPA on tax
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**Bubble bursts
in bathroom?**



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PMI FOR YOUR HOME AND PHARMACY INSURANCE

Founder of RIP pressure group surveys pharmacists on pay	542
Mr Argomandkhah seeks to add power to his elbow	
Department of Health solicits pharmacists with research grants	543
Practice opportunity available through Enterprise Scheme	
Larkhall tested in court over children's IQ vitamins claims	544
Both sides assemble the experts with their views	
Pharmacist's vision of electronic High Street	560
S.S. Yuen expounds E-mail NHS fears	
'Don't throw profit out with bath water'	564
Bathroom toiletries special feature	
Tax management for the pharmacy	572
NPA's Brian Dosser favours sole trading	
Smithkline Beecham strengthen European arm	574
Peter Jensen takes on wider brief	
Du Pont go Dutch in UK	575
Company enters UK generics market	
Advisory bodies gain pharmacist members	584
Queen's Professor Li Wan Po to join CSM	

REGULARS

Topical reflections	545
Prescription specialities	546
Medical matters	548
Counterpoints	551
Letters	560, 562
Business news	574
Coming events	575
Classified advertisements	576
Business Link	583
People	584
Appointments	584

Comment

This week Rescue the Independent Pharmacist (RIP) is taking the next step along the road towards becoming an established pressure group within pharmacy. Its foundation followed *Chemist & Druggist* reader response to a letter published in the magazine on August 8 (p239). Mr Hassan Argomandkhah wrote complaining about the DoH's unilateral decision to cut the Drug Tariff prices of generics, suggesting that the Royal Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee would be shown to be uninterested in the "real world" if they did not orchestrate a meaningful response "... we will all become like a corner shop, open all hours and making peanuts" was his main thrust.

Two weeks later he had been encouraged by pharmacists' letters and 'phone calls to pen a second letter to *C&D*, to name the group RIP (August 22, pp312 & 324), to write to PSNC, and to flesh out the concerns of the independent. The following week Mr Argomandkhah was seeking talks with the NPA and PSNC (August 29, p354) producing an "initial" list of proposals that RIP wished the two bodies to pursue. In our September 5 issue RIP had mailed local pharmaceutical committees asking that the issue be discussed at their next LPC meetings.

Since then pharmacists have continued to react to RIP initiatives with 350 contacts made with the group as *C&D* closed for press this week. Mr Argomandkhah has again sent a missive for publication on the **Letters** page. Rather than publish it there, it appears on the opening news spread (p542) with an 18-point survey and membership form. Forms returned via *C&D* will be forwarded to RIP. We will publish the outcome of the survey in October.

C&D understands some members of PSNC feel we are taking an "anti-establishment view" with our "promotion" of RIP — if so, we can only take that as a compliment. It has never been *C&D* policy to censor subscriber views, other than to exercise an editorial choice as to which letter to publish — the aim is always to give a balance and to omit only the libellous or defamatory. Similarly, it is not the place of the Editor to lead or direct Xrayser's brickbats or plaudits.

RIP is gathering force. It is expressing the concerns of some contractors — around 1 per cent of the profession — and may yet, with its survey, find added muscle through due democratic process. If so it will then be a small part of the establishment and *C&D* will no longer cut an anti-establishment dash!

RIP seeks members and a mandate

The RIP campaign is gathering momentum. More than 350 pharmacists have written or telephoned Hassan Argomandkhah to offer their support and encouragement.

Mr Argomandkhah, founder of the Liverpool-based pressure group, Rescue the Independent Pharmacist (RIP), is appealing to pharmacists to answer the 18 point questionnaire below.

The results of the survey will be published in *Chemist & Druggist* and will be used by Mr Argomandkhah to produce a finalised mandate for RIP.

Speaking to *C&D* this week Mr Argomandkhah urged dissatisfied contractors to express their views through his survey.

"If contractors don't complain, the paymasters in the Government will assume that pharmacists are happy. If ballot forms are not returned it suggests that contractors are happy and so they deserve what they get."

Mr Argomandkhah has had a meeting with Mr David Billington, vice-chairman of the Pharmaceutical Services Negotiating Committee. According to Mr Argomandkhah "Mr Billington said the PSNC is

willing to accept the fact that there should be less secrecy about negotiations and that more news should be passed on to the contractors".

The main aim of the RIP campaign is to get the PSNC to inform contractors of the "state of play" of negotiations with the Department of Health before an agreement has been signed.

Mr Argomandkhah also favours the trade union approach to negotiations where agreements on pay negotiations or terms of employment, reached by the negotiating body and the employer/paymaster are voted on by members. The negotiating body can recommend acceptance or rejection but the ultimate decision is the contractors'.

Following the judicial review of the scope of the review panel, Mr Argomandkhah believes they have lost their power. Therefore the only other way is for the "ranks of contractors" to express their dissatisfaction with the current system. In addition he suggests that a ballot of contractors would allow the PSNC to negotiate from a stronger position as the Government would be more likely to offer realistic

remuneration if they thought it would only be agreed on by a ballot.

Commenting on the "broadly based" agreement on pay reached by the DoH and the PSNC (*C&D* September 12 p436) Mr Argomandkhah said "It's too late to do anything about this year's figure. PSNC should cut their losses, get it [this offer] out of the way and start afresh with the 1993 negotiations. This time they should try and get it right and inform contractors of their plans and progress."

Parstelin recall

Smith Kline & French Laboratories are recalling Parstelin tablets, Batches 67240, 67230, 68080, 96910 and 108110. Routine stability tests have revealed that these batches will become sub-potent before their stated expiry dates. Pharmacists are requested to return any stock covered by this recall notice to their usual supplier and replacement stocks are available. Smith Kline & French Laboratories. Tel: 0707 325111.

Mr Hassan Argomandkhah has written a letter to the Editor in which he seeks pharmacists' views principally on matters of NHS remuneration. We publish the ballot in "Q and A" format and include a membership form. Please **complete and return this page** to the *C&D* office (address below). RIP will use the results to produce a final mandate.

1: RIP should represent the views of all its members, having sought its mandate through the ballot of its membership Yes/No
2: PSNC should publish a list of its objectives at the start of annual pay negotiations with the DoH Yes/No
3: PSNC members should seek

contractor's reaction to the initial proposals Yes/No
4: PSNC should report monthly, through the available press, a more accurate progress of negotiations with the DoH Yes/No
5: PSNC members appointed by the NPA Board should report monthly, through NPA publications, the progress of pay negotiations Yes/No
6: PSNC should fight for an adequate practice allowance Yes/No
7: PSNC should fight for an adequate second pharmacist allowance Yes/No
8: PSNC should fight for adequate remuneration for any new

extended roles implemented from the Joint Working Party report Yes/No
9: PSNC should ballot all contractors on the final result of pay negotiations before it is signed with DoH Yes/No
10: PSNC members should be contract holders and should be required to disclose any business interests, outside community pharmacy, which may affect their judgement Yes/No
11: PSNC should follow any mandate carried at the annual LPC conference Yes/No
12: LPCs should mandate PSNC to ballot contractors at the end of negotiations Yes/No
13: RIP should be recognised and consulted by the PSNC, NPA and RPSGB and informed of any proposals or negotiations which would affect the community pharmacist Yes/No
14: RIP should pass on any useful information to members Yes/No
15: RIP members should vote for any member who stands for election to PSNC, NPA and RPSGB Yes/No
16: Do you wish to be actively involved in the RIP campaign Yes/No
17: Should RIP accept sponsorship Yes/No
18: Are you willing to pay a small fee to cover RIP running expenses Yes/No

RIP Membership form — membership is open to all community pharmacists.

I wish to become a member of Rescue the Independent Pharmacist

Name.....
address.....
.....
Telephone.....
RPSGB Reg No.....

Please cut out this page and return it to:
RIP/ Hassan Argomandkhah, c/o Chemist & Druggist,
Benn Publications Ltd, Sovereign Way Tonbridge, Kent TN9 1RW.

Brent & Harrow FHSA directory of pharmacies

Brent & Harrow Family Health Services Authority are launching a new directory of ophthalmic practices and pharmacies in Brent & Harrow.

The directory contains a map of the two boroughs and information about each pharmacy. In addition to the name, address, telephone number, locality, opening hours, the directory indicates whether the premises are accessible to people in wheelchairs. Services listed include: home delivery of medicines; oxygen therapy service; patient medical records; participation in pharmacy rota; truss fitting services; advice services to residential homes; needle exchange systems, and pregnancy testing.

Copies of the directory will be available for consultation at local libraries, Citizens Advice Bureaux and FHSA offices.

Mr John Tate, FHSA general manager says, "We are proud to present this latest of our directories which follows through on our policy of providing information for choice for local people — that is to say giving them the facts they need to obtain the services they require. This as far as we are concerned is what the Patient's Charter is all about."

It will be the third and final volume in its series of publications, designed to inform the public about the full range of services provided by the local health professionals. The previous two directories were of family doctors and dentists.

Superdrug kicks up a stink

Superdrug have printed 3 million leaflets telling customers why they cannot buy cut-price perfumes in Superdrug stores. The leaflet also suggests that customers should complain to retailers who sell perfumes and aftershaves at full retail prices.

The leaflet starts by explaining that the chain has "created a stink in the perfumes business" by selling fine fragrances at up to 30 per cent off the prices normally charged by pharmacies and department stores.

The suppliers "worry that you wouldn't consider these products luxurious and exclusive if you bought them from Superdrug, as the stores aren't 'posh' enough to sell them. What a lot of nonsense!"

"Exclusive" doesn't have to

Stop smoking with the HEA

A new booklet from the Health Education Authority, entitled "Stopping smoking made easier", has been launched. The booklet is designed to help smokers with their resolution to give up the habit by providing help, support and encouragement to those who want to give up smoking.

Martin Raw, an ex-smoker has 20 years of experience of helping smokers to stop through his work as a stop-smoking counsellor.

The pocket-sized booklet is laid out in three sections: preparing to stop; stopping and staying stopped. It answers common questions asked by pharmacists about stopping and offers practical advice such as anticipating and avoiding difficult situations once you have stopped smoking.

Under a section on further help is included information on Quitline, a national telephone helpline for smokers who need help or advice in stopping. The lines on 071 487 3000 are open 24 hours with recorded messages outside working hours.

Copies of "Stopping smoking made easier" are available from your local Health Promotion Unit at 5p per copy in multiples of 25.

No glasses?

Laser surgery trials in London suggest that, within 10 years, no-one under 45 will have to wear glasses. The technique is already used for correcting myopia and now the United Medical Schools of Guy's and St Thomas's are investigating laser correction of long sight and astigmatism.

mean "expensive" every time, say Superdrug, who commissioned an independent survey showing that 89 per cent of women would like Superdrug to sell their favourite brand of fine fragrance.

Many women said they would buy more if the products were cheaper. "You'd think that the perfume suppliers would see this as good news but apparently they don't," the leaflet comments.

It goes on to explain how Superdrug can sell the fragrances in some stores by buying from reputable sources overseas, but they are unable to get hold of enough stock to sell the products in all their outlets.

"We can't do this until the manufacturers agree to co-operate with us and supply us direct," the leaflet says.

Superdrug feel strongly that fine fragrance prices are too high and have asked the Office of Fair Trading to investigate. These views have also been put to the



Readers are reminded that spare copies of the OTC Guide can be purchased from C&D, price £10

Programme to promote over 50s exercise

Nine out of ten people over the age of 50 suffer from aching joints and half of them mistakenly believe this stops them taking any exercise, according to a survey carried out by Seven Seas. However, only one in five would ask their pharmacist

about pain relief medication, the survey revealed.

In response to their findings, Seven Seas are launching "Mobilistics — Cod liver oiling the joints", a exercise programme designed to fight premature ageing. A series of six free weekly

exercise classes, aimed at the over 50s, will be held in YMCA centres across the country from September onwards. A leaflet and exercise wallchart illustrating the stretching exercises is available to the public through reader offers in the consumer Press.

Project grants repeated

The Department of Health is again offering project development grants to pharmacists wishing to undertake research from next April. They are available under the Pharmacy Practice Research Enterprise Scheme, launched in 1990 to support the development of pharmacy practice as a recognised research-based

discipline.

The project development grants are awarded to individual pharmacists, from any sector of the profession, who are willing to invest time and effort to produce high quality project work in this area.

To be considered for funding, the studies must examine an aspect of pharmaceutical service

in either the community or primary care sector. The Department suggests that applicants with no previous research experience should seek advice on the design of their studies before submitting an application.

Applications should include a clear statement of the research to be carried out, background details including references, a full account of the research methods to be used, an accurate forecast of the financial support needed and a realistic timetable for the project. Applications for more than £15,000 per year are unlikely to be considered. If studies are likely to take longer than one year, the funding for each year should not exceed £15,000. Proposals for small projects will be given the same consideration as more ambitious ones.

The grant, available to pharmacists living in England, is intended to cover research costs and personal time while undertaking the research.

December 14 is the closing date for applications, which must be made by the pharmacist intending to carry out the research. Further information and application forms can be obtained from Mr G. Clarke, Room 124, Portland Court, 158 Great Portland Street, London W1N 5TB.

European Commission "who have made it clear that they want to see fair play in this area too."

"If you support our campaign to sell fine fragrances at a value for money price, then make your

feelings known the next time you buy them," the leaflet urges. "Ask the retailer concerned if you are paying the full manufacturer's recommended retail price, and if so — why are the prices so high?"



Geoff Brady, buying and marketing director of Superdrug, demonstrates the fragrant dilemma: same product — different prices in different stores

Nutritional experts called in IQ vitamin case

London-based Larkhall Laboratories are facing three charges that the packaging on a product marketed as Tandem IQ gave a false impression of widespread effectiveness in boosting children's IQ, in a case brought by Shropshire County Council's trading standards department.

Prosecuting counsel Mr Robin Spencer said that over the past four and a half years controversy had raged in the medical and scientific world over whether vitamins and mineral supplements increase children's IQ and if so why, and in what circumstances. The debate was continuing, but the prosecution was not suggesting that the court was the proper forum for that debate.

There was some consensus between experts on both sides of the debate over what supplementation could or could not do. It was on the basis of that consensus that the prosecution brought the case. Mr Spencer went on: "The prosecution submit that even judged against the consensus of opinion, the defendant's labelling on the pack and the effect of leaflets inside was misleading, and therefore false to a material degree under the Trade Description Act. It was misleading and false because the labelling conveyed the impression that the IQ of the vast majority of children would be increased by taking these tablets and would be increased regardless of their existing state of nourishment."

He conceded that there may be some children, a small minority, whose diets are poor and deficient in specific minerals and vitamins who could possibly benefit from supplementation in terms of increasing IQ. "But it is quite clear that supplementation cannot increase the IQ of children regardless of their existing nutritional status."

The defendant's experts contended that the link between supplementation and an increase in IQ is not just a possibility, it was a high probability, perhaps a near certainty.

Mr Spencer said it was not for the court to decide whether the link existed. The issue was whether the packaging gave a misleading impression of a general and widespread effectiveness of the tablets in increasing overall IQ in children.

He added: "More specifically, the prosecution alleges that consumers, and that inevitably means parents, would be misled into thinking that these tablets would increase the IQ of their children whether or not the child

was deficient in minerals or vitamins. If the prosecution can prove this was the impression conveyed by the packaging, then the defendants are guilty."

Mr Spencer said the important part of the labelling was the use of the letters IQ. Any reasonable parent, he said, would take them to mean intelligence quotient. But the defendants tried to disguise this by saying on the reverse of the pack that it stood for "ideal quota".

Mr Spencer said there was no qualifying statement on the packaging - no indication that only some children would benefit, and the prosecution said it would be a small minority.

The first witness for the prosecution, Dr Michael Nelson, a lecturer in the Department of Nutrition, Kings College, London, said from his tests and a study of others, he thought it would be highly unlikely that the average British child would obtain any appreciable benefit in intelligence from taking the tablets. Dr Nelson said he knew of no evidence to sustain the argument that vitamin supplements could improve the intelligence of children with no nutrient deficiencies. Nor did he accept that children with diet deficiencies were "very likely" to have their IQ increased by added vitamins and supplements.

Relying to Mr Spencer, Dr Nelson said looking at the pack, its name, and the fact that it depicted two children looking at books, to him it gave the impression that the tablets would do something beneficial and that

IQ would be increased.

Asked about the leaflet accompanying the tablets, Dr Nelson said this conveyed the impression that there would be a widespread benefit to UK children's IQ.

Relying to Mr William Gage, QC, for the defence, Dr Nelson accepted that there might be benefits for a small minority of UK children.

Dr John Beresford Todman of Dundee University, the second prosecution witness, said from tests he had carried out he was not convinced that vitamin supplements had an effect on the IQ of every child. The balance of probability was that there were some children who would not benefit and some that would. The difficulty was that the results of clinical tests varied so much. Asked about the labelling of Tandem IQ tablets, Dr Todman said: "IQ is very widely associated with the notion of intelligence. There are pictures of a boy and girl here holding up books which suggest something to do with education, achievement — and I can only assume that the intention is to suggest a link between taking IQ pills and having one's IQ raised and/or doing well educationally — achieving." He said he did not think it was targeted at any particular group with a special need. It followed that anyone may like their IQs or their children's to be raised but as a psychologist he would like to know more about it. Mr Gage: "You would not be misled by it." Dr Todman: "That is correct." The trial continues.

Cocaine-addicted pharmacist suspended

A pharmacist who became addicted to cocaine and used his position to obtain free supplies, has been given a 12 month sentence, suspended for two years with a supervision order.

Ashish Patel, who was employed at the Medway Pharmacy on Western Avenue at Greenford between January 1991 and his arrest in May 1992, had ordered 44 tubs of pure cocaine, amounting to 220g.

Commenting on the case at Isleworth Crown Court, prosecutor Paul Orton said: "They were all for him and he did not enter them in the dangerous drugs register."

Counsel said: "He would snort the cocaine in a garage at the rear of the premises. He over-dosed on at least two occasions when he required hospital treatment."

When police saw Mr Patel in

May, they found three of the tubs on a shelf in the pharmacy.

"They contained magnesium sulphate — an effort to cover the thefts of cocaine," said Mr Orton.

Mr Patel, of Tower Cottage, Gerards Cross, Bucks, had been doing the same thing at his previous job, Kingswood Pharmacy at Farnham Royal.

Mr Patel admitted five specimen charges of stealing cocaine from Leegrade Ltd between January and May 1992.

Kim Hollis, defending, said Mr Patel had a sad life, badly damaged by alcoholism and then drug-addiction. He would now lose his job and possibly his career.

Passing judgment Judge Hezlett Colgan said: "This was not part of a commercial enterprise. Had you been supplying or selling it, you would have had to go straight to prison."

Convicted student did not go home

A mining company in Zambia forked out more than £40,000 to fund a would-be pharmacist's studies in Aberdeen — and he "repaid" them by collecting a string of driving offences and not turning up for free flights home, the Statutory Committee heard recently.

But an official of Zambia Consolidated Copper Mines Ltd admitted that they would "seriously consider" re-employing Morgan Musongole, 35, if he was allowed to practise as a pharmacist because there are so few members of the profession there.

Mr Musongole, now of Harlesden Gardens, Harlesden, in London, admitted that he "had made a right mess of things".

The Committee deferred a decision on Mr Musongole's registration on condition that he goes back to Zambia, obtains a job in pharmacy and stays out of trouble for six months.

Committee chairman Gary Flather QC, said: "The Committee is giving you a chance which you should grasp with both hands." He hoped that the mining company which had previously subsidised Mr Musongole could find a job for him if he fulfilled the Committee's requirements.

Mr Musongole, who had signed a "no marriage" pledge with the mining company in return for a £10,000 grant to study at the Robert Gordon Institute of Technology in Aberdeen, admitted two drink driving offences and another road offence, but denied dishonesty defaulting in his obligation to the company by not returning home.

The reconvened Committee had already heard that Mr Musongole was convicted at Stonehaven Sheriff Court for road traffic offences in May 1990 and had further drink driving convictions in May 1991 at Brent Magistrates Court in London.

Mr David Bradly, counsel for the Committee, said Mr Musongole, then of Western Road, Aberdeen, was sponsored for his course by the company between 1985 and 1989 and, having failed his final exams, had applied for more money to continue studies: but this had been refused and he was asked to return to Zambia. But he failed to turn up for any of the flights booked for him.

The Statutory Committee had found the facts proved against him in relation to the drink-driving convictions and adjourned for consideration, allegations of misconduct in relation to the way he obtained grants to study.

Cimetidine to go OTC?

Smithkline Beecham have submitted evidence to the licensing authorities for approval of cimetidine as a P medicine.

A company spokeswoman was unable to predict when the licence change would come about, nor could she confirm the indications for which it was being submitted.

A report in last week's *Pulse* suggested it would be for the treatment of upper gastro-intestinal tract disorders including dyspepsia and heartburn; treatment of duodenal and gastric ulcers would remain prescription only indications.

Alzheimer's drugs may pose ethical questions

New medicines for the treatment of some of the symptoms of dementia will become available in 1993 or 1994 but the impact of these advances on the current level and organisation of services has received scant attention to date.

This is one of the findings of a new report into dementia, published by the Office of Health Economics.

The emergence of pharmaceuticals with clear but limited effectiveness could pose serious political and ethical questions, says the report. "They could mean less money for existing services which are already stretched."

The rise in the number of people with dementia, now estimated at more than half a million, is having a massive impact on individuals, families and society as a whole, the OHE continues.

"Understandably, medicines which promise to ameliorate even some of the symptoms of dementia are likely to be in great demand."

But in circumstances where they are expensive, and NHS expenditure is being tightly controlled, people may be faced with having to make an invidious choice between new medicines and basic services."

The report also finds that people with dementia are especially vulnerable to developments in housing policies.

It is not clear that the Community Care reforms can rectify these problems, says the OHE.

"Dementia" (£3) by Justin Keen is available from the Office of Health Economics, 12 Whitehall, London SW1A 2DY.



Patients lose automatic control

With all the turmoil on the money markets, bank rate at 15 per cent one day and then back to 10 per cent the next, last week could be considered fateful but definitely not memorable as far as trade was concerned. It did, however, give me time to look at some of those pet grumbles I scribble on pieces of scrap paper and file in a heap at the back of my desk in anticipation of just such an uneventful week! The inconsistencies of the Drug Tariff were once again well to the fore with, this time, the patient the loser rather than the pharmacist.

Diabetes can be a difficult condition to come to terms with, particularly when it develops in later life and the patient is insulin dependent. The eventual availability of disposable syringes, blood sugar sticks and lancets on the Tariff has made life a lot easier, but having gone this far why restrict automatic syringes, auto finger-pricking devices and colourimeter machines to private sales only?

It does seem totally unreasonable to expect an elderly, poorly sighted but proud gentleman to have to pay for an auto-injector, or a nervous lady to pay for her autolet when the syringes and lancets are both available without charge. Neither of these patients are figments of my imagination and both necessarily required these automatic aids to ensure adequate diabetic control, but under the present crazy system they either had to pay for their machines or persuade, instead, the hospital service to supply them from their cash-limited resources. All these machines should be available on FP10 at the responsible discretion of the general practitioner because, at the moment, the least able to complain are the most liable to suffer.

Ambiguity exposed and exploited

The saga of generically written nifedipine prescriptions is set to run and run with problems still occurring over interpretation of the prescriber's intentions. It is, however, the pharmacist's responsibility to ensure the patient receives the treatment intended, even though the prescription may legally be interpreted in a number of ways.

This ambiguity has recently been exposed and exploited to try to increase the sales of Coracten by a mail out to pharmacists from Evans. As well as a generous 25 per cent bonus, which will particularly benefit those pharmacies receiving branded prescriptions, Evans claim exclusivity for Nifedipine SR formulations which may have been correct when the quoted MecRec Bulletin was published in 1990, but is not so today. To compound this error they then exhort pharmacists to supply Coracten on all open scripts calling for SR, LA or Slow Release forms of nifedipine.

This may be technically correct and, assisted by the 25

per cent bonus, financially very rewarding, but it is morally indefensible for any pharmacist to unilaterally change a patient's form of medication without confirming with the prescriber that this was what was intended. In my experience few doctors have ever heard of Coracten and intend the Adalat formulation previously prescribed.

If Evans wish to promote the superiority of their formulation then they should do so through properly published comparative data distributed via their representatives in the doctors surgery and not by financially inducing pharmacists to ignore potentially ambiguous generic prescriptions.

Long term fate is sealed

I have been taken to task by a reader for the apparently contradictory assertion in my column (C&D September 12) that many small pharmacies are heading for disaster when monthly figures for pharmacy openings, published in the adjacent column, claim otherwise.

Despite the present truth in this criticism, I am still concerned about the long term future for the smaller independent pharmacy. They are presently bearing the brunt of a national recession and a concerted attack on their National Health Service viability.

Many pharmacists are trapped in unsaleable shops, being forced to subsidise their NHS income from front-shop sales.

Increasing costs, increasing competition and NHS attrition will eventually sound the death knell of these pharmacies, and often through no fault of their own.

There is an argument that these pharmacies are now in the wrong place at the wrong time and should close, but as I have stated before, closure should be encouraged by funded amalgamation and not by piecemeal attrition.

The slowly increasing number of registrations does, superficially, support the argument that community pharmacy is still expanding. I suspect the eventual and devastating truth will be to the contrary.

Topical REFLECTIONS

Script specials

Imtack: a new option to treat and prevent angina

Astra Pharmaceuticals have launched Imtack Spray, said to be the first isosorbide dinitrate spray available in the UK.

Astra say that Imtack, for the treatment and prevention of acute attacks of angina pectoris, combines rapid speed of onset with long duration of action. It is absorbed from the buccal mucosa within a few seconds, while relief lasts up to one and a half hours compared to only 30 minutes with glyceryl trinitrate sprays or tablets.

Product licence holder Astra Pharmaceuticals Ltd, Home Park, Kings Langley, Herts, WD4 8DH

Presentation Metered dose spray to be sprayed sublingually, which delivers 1.25mg isosorbide



dinitrate per dose. Contains ethanol and glycerol

Indications For the treatment and prevention of acute attacks of angina pectoris

Dosage *Adults:* At the start of an angina pectoris attack or directly before exercise known to precipitate an attack, one to three doses of Imtack Spray should be sprayed sublingually with a 30 second interval between each dose.

The spray should be administered while holding the breath. Do not inhale. *Children:*

not recommended. *Elderly:* No specific dosage recommendations; the lowest effective dose should be used. *Pregnancy and lactation:* No evidence of safety, do not use unless essential

Administration Before initial administration, depress the spray valve firmly several times until a uniform spray forms. For subsequent administration, the spray can be used immediately unless it has not been used for several days, when a second priming of the valve may be necessary to obtain full spraying

power. A finger rest on top of the valve enables correct orientation of the canister when used at night. **Contraindications** Patients with shock, orthostatic hypotension, acute myocardial infarction with low filling pressure, anaemia, hypersensitivity to organic nitrates, cerebral haemorrhage.

Precautions Use with caution in patients predisposed to closed angle glaucoma. Imtack spray may cause a slight burning sensation in the buccal cavity owing to the alcohol content of the solution. Avoid contact of the spray with the eyes and contact lenses. Imtack Spray is flammable, do not use near naked flames, ie near smokers.

Side effects Headache, vertigo, dizziness, transient flushing, tachycardia, rashes, nausea. At the start of therapy, postural hypotension and an increase in heart rate may occur.

Interactions Co-administration of antihypertensives, other vasodilators, calcium antagonists, tricyclic antidepressants and alcohol can potentiate the hypotensive effect of Imtack spray.

Legal category P
Packs Cannister of 20ml solution, approximately 200 doses (NHS price, £4.28)

PL number 0017/0325
Issued July 1992

Oral Toradol

Syntex are introducing Toradol (ketorolac trometamol) in an oral form. Toradol 10mg tablets (100, £33.43 trade) are indicated for the short term management, up to seven days only, of moderate pain associated with surgical procedures such as abdominal, orthopaedic, gynaecological or dental surgery. Ketorolac is a potent analgesic with minimal anti-inflammatory activity. The recommended adult dose is 10mg every four to six hours for pain as required to a maximum of 40mg per day. Like all other NSAIDs, Toradol can cause gastro-intestinal irritation. Syntex Pharmaceuticals. Tel: 0628 33191.

Innohep

Innohep is a new low molecular weight heparin (tinzaparin), indicated for the prevention of thromboembolic events in patients undergoing general and orthopaedic surgery. Innohep is available in unit dose syringes containing tinzaparin 3,500 anti-Factor Xa IU in 0.3ml, and as unit dose ampoules containing tinzaparin 5,000 anti-Factor Xa in 0.5ml, both without preservative, for subcutaneous injection. For contraindications, precautions, interactions and side effects, see Data Sheet. Leo Laboratories. Tel: 08444 7333

Macrobid is sr nitrofurantoin

On 28 September, Proctor and Gamble Pharmaceuticals are introducing Macrobid, said to be the first slow release nitrofurantoin formulation. Macrobid, a POM, offers twice daily dosing rather than the four doses required with conventional nitrofurantoin formulations.

Each 100mg Macrobid capsule contains 25mg nitrofurantoin macrocrystals for immediate release, and 75mg nitrofurantoin monohydrate in a slow release matrix. The 100mg capsules have an opaque blue cap and opaque yellow body, with the monogram "Eaton BIID". Indications are as for Macrodantin; see Data Sheet. However, because Macrobid is a fixed dosage, it should not be given to under 12s. Furadantin suspension is an option for them.

The dosage for adults and children is: Acute or recurrent urinary tract infections and pyelitis, 100mg twice daily for seven days; surgical prophylaxis, 100mg twice daily on the day of the procedure and three days thereafter. The dose should be taken with food or milk. Like

other nitrofurantoin products, the company says Macrobid can be given to pregnant patients, except at term.

Macrodantin is available in

Zantac payment

Glaxo have introduced calendar packs for 150mg and 300mg Zantac tablets (see Script Specials last week). The PSNC say that until November 1, by which time existing non-calendar packs will have been phased out, pharmacists are asked to endorse clearly whether a calendar pack was used or not. In the absence of a clear endorsement, the PPA/PPD will calculate payment on the basis of an exact number of tablets having been dispensed.

Alkeran injection

Wellcome have reformulated Alkeran injection. Pending product licence approval, the new formulation will be classified as an unlicensed product and will only be available on a named patient basis. Pharmacists should retain any stocks of the original pack to meet residual demands from customers. **The Wellcome**

Foundation Ltd. Tel 0270 583151

Metrotop 15g

This Monday, Farmitalia Carlo Erba are introducing a 15g size of Metrotop (12 packs, £59.40 trade). This smaller size is said to be useful for smaller lesions approximately 10cm in diameter. **Farmitalia Carlo Erba Ltd. Tel: 0727 40041**

Lubrifilm

Cusi have extended their ophthalmic range with Lubrifilm ocular lubricant. It is a pharmacy only product and the 4g tube has an NHS basic price of £1.72. **Cusi UK Ltd. Tel: 0428 61078**

End of Leo lines

Leo have discontinued the 450g of Natuderm, Pondocillin Sachets (Pivampicillin 175mg in granular form) in packs of ten have also been withdrawn. **Leo Laboratories Ltd. Tel: 08444 7333**



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Migraleve
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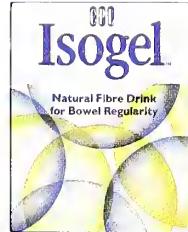
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Boots launch home cholesterol test

Boots have launched the Home Cholesterol Test, available over-the-counter in all its branches. It is described as the UK's first quantitative home cholesterol test.

The test has been assessed by both the Wolfson Research Laboratories and an independent UK assessor, and is said to be "at least as accurate as other standard reference methods of cholesterol testing". Boots say no special skills are required to obtain accurate results.

The kit contains an antiseptic wipe, sterile pad, plaster and lancet, in addition to the test meter and result chart. The test requires around two drops of blood, taken from the finger with the lancet, and added to a well within five minutes. The meter is left for around 15 minutes until an indicator turns green, when the test is ready to read.

A thermometer-like scale gives a reading which corresponds to a blood cholesterol level on the result chart; the leaflet then details the action to be taken.

Users are advised to consult their GP if readings are above 5.3mmol per litre.

A booklet "Caring for your

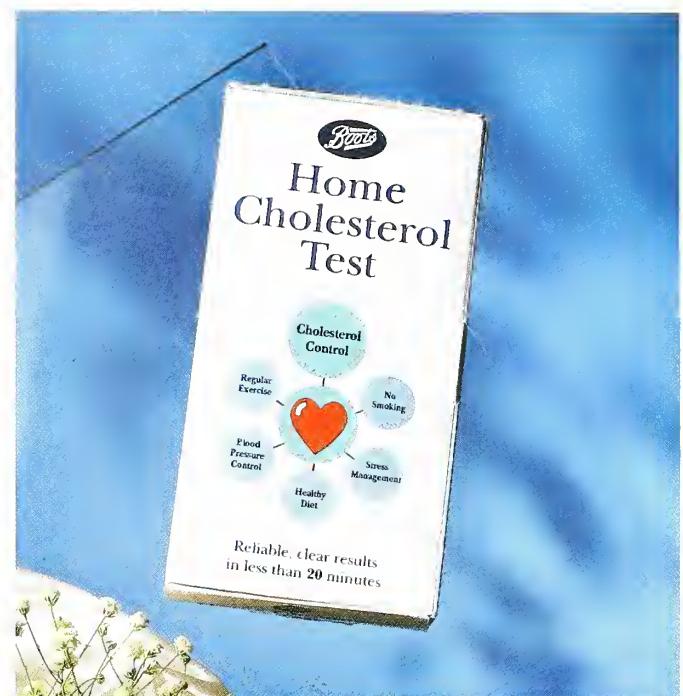
heart" has also been launched; it will also be given out with each kit, and contains information on other risk factors and advice on adopting a healthy lifestyle.

Dr Colin Waine, chairman of the Royal College of GPs Hyperlipidaemia Working Party, says, "I would see the development of this type of device as very analogous to peak flow meters in asthma and blood glucose strips in diabetes." He says it gives the patient the ability to manage their condition in an intelligent way.

In reply to a question on whether the retail price of the kit — £7.99 — would deter the lower social classes who need it most. Group marketing manager Caroline Matsell says research had shown that consumers would expect a price around that of a pregnancy testing kit.

"Initially I believe the test will appeal more to those who technically need it least."

It is expected to be a long-term undertaking, becoming accepted among the lower social classes with time. Ms Matsell added that the manufacturers of the test meter are now working on an HDL testing kit.



• Coronary heart disease (CHD) remains the leading cause of death in the UK, accounting for 29 per cent of all deaths in men and almost one quarter in women. Latest Government figures show 148,159 people in England and Wales died from CHD in 1990, with one quarter below the age of 65.

Many intervention trials have been conducted to observe whether measures taken to reduce blood cholesterol values are translated into fewer heart attacks and deaths. An analysis of 22 of these trials found that a 10 per cent reduction in a

population's average cholesterol translated to a 30 per cent reduction in the number of coronary events. "There is no doubt in my mind that all people between the ages of 20 and 75 should be tested for coronary risk factors, including raised blood cholesterol levels," says Professor Barry Lewis, Emeritus Professor, University of London. "The higher the cholesterol, the greater the risk of CHD."

• The relaunched Chemcard semi-quantitative home cholesterol test (C&D, Sept 19, p510) will not be stocked by Boots.



Accutrend for fast results

Boehringer Mannheim have launched the Accutrend blood glucose meter which gives results in 20 seconds. It uses BM-Accutest reagent strips which are now in the Drug Tariff.

The user takes a finger-prick blood sample which, when placed on the reagent strip, is wholly absorbed - eliminating the need for wiping. A window on the back of the strip shows whether the sample is large enough. After 20 seconds a bleep signals that the result is ready for reading on the digital display.

The measuring range is 1.1-33.3 mmol/l and a memory stores up to 50 consecutive readings with the time and date they were taken. The meter is automatically switched off after the test to avoid battery wastage.

To ensure accuracy the device

must be calibrated for each new batch of reagent strips. This is done simply by inserting the first strip in a slot to register its code. A fail-safe mechanism alerts the user if this is not done, and there are other mechanisms to warn if the readings are outside the normal range or the batteries are running low. The test strip may also be checked against colour codings on the container.

Accutrend (£34 trade, £49 retail) is in a case with space for a container of strips, spare lancets and a Soft Touch finger pricking device. BM-Accutest strips come in containers of 30 (£12.30 Tariff).

The company can provide pharmacists with a "trouble-shooting" guide to help them advise customers.

Boehringer Mannheim UK. Tel: 0273 480444.

Food Dudes fix faddy eaters

A team of psychologists at the University of Wales, Bangor have developed a video show, featuring the Food Dudes, which can persuade fussy or difficult young children to eat fruit, vegetables and other healthy foods.

As a result of watching the video almost all the children changed their eating habits and began eating food that they previously showed an aversion to. Such changes could be maintained over a few weeks.

The study found that dietary

preferences are not biologically determined or deep-seated. The first results also suggest that if a child as young as six months is introduced to a wide range of foods, then he or she will tend to grow up liking those foods.

The psychologists plan to publish their results in the next four months, along with some practical advice for those dealing with difficult young eaters.

The work is receiving £1.4m funding from the Economic and Social Research Council.

Coffee — diabetic dangers

GPs should tell diabetic patients to limit their caffeine intake, says

Professor Harry Keen, chairman of the British Diabetic Association. This follows research which found that caffeine could cause hypoglycaemic symptoms in the absence of a low blood glucose level.

Researchers at Yale University determined the effect of 400mg caffeine (the equivalent of two cups of strong coffee) on eight healthy subjects at blood glucose

concentrations of 5, 3.8 and 2.8mmol/l.

They found that caffeine increased the brain's requirement for glucose, while reducing cerebral blood flow and cutting its supply. This would leave diabetics and non-diabetics at risk of hypoglycaemic symptoms at normal blood glucose levels.

The results were presented at the British Diabetic Association Medical and Scientific conference.

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- By supplying Accutrend® - the most advanced blood glucose meter - you'll be providing a service which is second to none for your customers with diabetes.
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Counterpoints

Winter relaunch for Beechams remedies

Smithkline Beecham have repackaged their range of Beechams cold remedies. The new consistent design with blue livery, Beechams logo and green cross logo links the range.

The range of Beechams hot drinks have been reformulated to include a decongestant, phenylephrine 10mg. This reformulation is clearly indicated by a red triangle on the packaging with the words "new decongestant formula".

The Beechams range is being supported by a £3.2 million television advertising campaign which will run from October 1 to February 1993. The new "Mr Beechams" campaign is a humorous one and features separate executions for each individual product — Beechams Powders, Powders Capsules, Powders Tablets, Hot



Blackcurrant, Hot Lemon and Hot Lemon and Honey.

A large easy-to-assemble window display has been produced for the

independent pharmacist and modular units are also available to display the whole range of remedies. **Smithkline Beecham.** Tel: 081-560 5151.

Skincare Plus add prepacks

Jedmon Products, distributors for Skincare Plus, have developed a prepack of their best selling creams for smaller retailers.

Called the Skincare Clinic, the display carton has been designed to hold 48 2oz jars. There is a choice of two prepacks: one contains aloe vera

cream, vitamin E cream and cocoa butter; the other holds apricot facial scrub, cold cream make-up remover and collagen elastin cream.

The unit retails at £17.08 per case at a minimum order of 30 cases. Products are £0.69 per jar. **Jedmon Products Ltd.** Tel: 0354 56609.



Robinson Healthcare now have exclusive UK distribution of BQ earplugs. Made from natural materials, the earplugs are suitable for swimming, diving and other watersports. They retail at £1.99 for a pack of 14 and come in a display outer of ten packs. **Robinson Healthcare.** Tel: 0246 220022.

Almay increase moisturising portfolio

Almay have added two moisturisers to their skincare range — Ultra Light Protective Lotion for slightly dry skin and Essential Moisture Lotion for normal and combination skin. In addition, their Clarifying Moisture Cream has been repackaged.

Ultra Light Protective Lotion (150ml £7.75) is a light, non-greasy moisturiser containing UVA and UVB filters

(SPF6), wheatgerm and sunflower seed oil.

Essential Moisture Lotion (150ml £6.95) for normal and combination skins contains calendula, allantoin, ajidew and aloe vera.

Clarifying Moisture cream for oily and combination skins now comes in a white 50ml jar in an outer carton. **Sara Lee Household and Personal Care.** Tel: 0753 523971.

Vichy add mask to soothe and purify

Vichy have developed two treatment masks, Purifying Revitalising mask and Hydra-Smoothing mask.

Purifying Revitalising mask (30ml £7.50) is said to deep cleanse and revitalise the skin in five minutes. It contains fine white clay in a kaolin base, extracts of apricot kernel,

kiwi, witch hazel and papaya.

Hydra-Smoothing mask (30ml £8.50) is said to smooth the complexion, tone the epidermis and leave skin radiant. It contains a liposome collagen complex said to integrate into the epidermis. **Cosmetique Active.** Tel: 0235 526747.

Scholl address foot infection

Scholl have introduced Guard Socks to their footcare range, designed to prevent the spread of verrucae and other foot infections.

Guard Socks are made of latex and should be used in swimming pools, showers and baths, sports centres and changing rooms, say Scholl. They feature a non-slip sole.

The packaging has a sporty look, designed to

lessen the stigma associated with verrucae, say Scholl.

Each pack contains a pair of Guard socks clearly marked left and right and sealed in polythene. They are available in five sizes ranging from a child's size 10 to an adult size 9. They retail at £3.14 for sizes XS, S and M and £3.69 for L and XL. **Scholl Consumer Products Ltd.** Tel: 0582 482929.



Canesten 1 OTC

Bayer are changing the legal category of Canesten Vaginal Tablet 500mg (Canesten 1) to a Pharmacy product from October 1.

The pack has been amended to include a patient information leaflet for the product's use for vaginal thrush only. The retail price is £5.95 (trade £3.37).

Advertisements will run in the women's Press during November and December. **Bayer plc.** Tel 0635 39000.

Brolene

Rhone-Poulenc Rorer are introducing the Autodrop device to Brolene eyedrops. Autodrop fits over the eye so insertion is easier. Brolene with the Autodrop retails at £3.35; the original Brolene drops are £2.89, while the Autodrop alone retails at £1.95. **Rhone-Poulenc Rorer.** Tel: 0323 21422.

Insignia gains new Rio fragrance range



The Insignia male toiletries range has been expanded with the addition of a third fragrance, Rio.

A warm and vibrant fragrance, Insignia Rio is designed to capture the spirit of carnival, say Procter & Gamble.

Trade pricing and margin will be identical to Insignia Original and Olympian. The six products will be: aftershave (100ml £5.35); body spray (150ml £2.09); shower gel (250ml £1.99); spray deodorant (150ml

£2.09); stick deodorant (75g £2.95); splash-on lotion (100ml £2.95).

Trial sizes of the aftershave lotion (50ml £3.60) and the body spray (75ml £0.99) will be available from October, as will two gift sets — aftershave & body spray (£5.35) and body spray & shower gel (£3.99).

The range will be supported by a £1.1 million television campaign, bringing the Insignia spend over the next year to £3.7m.

Procter & Gamble. Tel: 0784 434422.

Numark offers

Numark are offering a number of promotions for October. These include Bodyform regular 20s plus four free (£1.79); Lynx body spray (150ml £1.99); Gillette gel (200ml £1.69) and Wella mousse (150ml £1.85). Numark. Tel: 0827 69269.

Nivea gets relaunch

Nivea Lotions have been repackaged to reflect more contemporary positioning, say Smith & Nephew.

The pack colours remain unchanged, but graphics have been updated and the cap improved.

The relaunched Nivea Lotions will be supported by PR activity including reader offers in women's magazines. Smith & Nephew Consumer Products. Tel: 021 3274750.



Robinson promote

Robinson Healthcare are promoting Fast Aid Heat pads and Fast Aid Relief-Xtra. Press advertisements over the next year will reach 9 million target consumers. Additional support will

include offers and POS.

Robinson are supporting Easy Breathers with a £250,000 campaign. Additional promotion includes POS cards. Robinson Healthcare. Tel: 0246 220022.



Sales of SMA* Ready-to-Feed are hotting up. As the weather gets warmer and mothers get out and about, more and more discover the convenience and quality of liquid SMA, in go-anywhere, feed-anywhere cartons.

SMA Ready-to-Feed does away with mixing up powder feeds. The 250ml size provides a handy trial pack and is perfect for days out. The larger one litre carton contains a whole day's feed and is the ideal size for full time use.

Since its launch in 1988 SMA Ready-to-Feed has built a totally new market. And in spite of imitations still enjoys almost 90% of all liquid sales.

This year sales are expected to reach record levels. With premium prices over powder

and the need for increased frequency of purchase, SMA Ready-to-Feed brings more store traffic, revenue and profit to your baby milk business.

SMA Ready-to-Feed is being supported by a comprehensive publicity and promotional programme. So stock up now and watch those mothers pouring in.

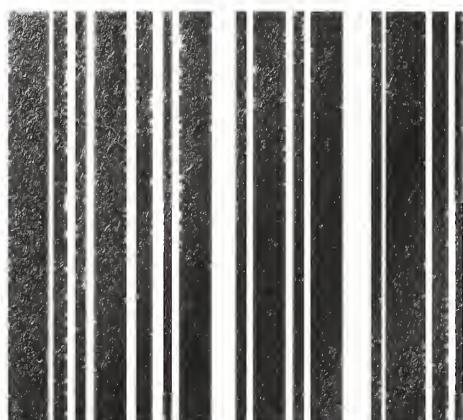
IMPORTANT NOTICE

Breastmilk is best for babies. Infant formula is intended to replace breastmilk when mothers do not breastfeed. Good maternal nutrition is important for preparation and maintenance of breast feeding. Introducing partial bottle feeding could negatively affect breast feeding and reversing a decision not to breastfeed is difficult. Professional advice should be followed on infant feeding. Infant formula should be prepared and used as directed. Unnecessary or improper use of infant formula may present a health hazard.

Social and financial implications should be considered when selecting a method of infant feeding.



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We're not just out to make a quick sale.

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Uvamed move

The distribution of Uvamed has been taken over by Axtex Promotions, 22 Eaton Road, Norwich NR4 6PY. Tel: 0603 505430.

Actomite price

Searle are reducing the price of their Actomite dust mite deterrent from £12.21 to £11.69. Chronic asthma and eczema sufferers will be able to benefit from the VAT exemption, reducing the RSP to £9.95. **Searle Consumer Products. Tel: 0494 521124.**

Pearl Drops

Carter-Wallace are introducing a 30ml trial size (£0.75) for their Pearl Drops Smokers toothpaste. Pearl Drops Original will be available in a 25ml pack (£0.75). **Carter-Wallace Ltd. Tel: 0303 850661.**

Cluedo offer

Fujifilm are giving away Waddington Travel Cluedo games with orders of Fuji compact cameras. **Fuji Photo Film Ltd. Tel: 071-586 5900.**

Konica POS

Konica are giving away a showcard to promote their award winning Konica Hexar camera. The October

Konipak features five films and a 30 minute children's video for £9.99. **Konica UK. Tel: 081-751 6121.**

Sweet & Low

Opal Products have been appointed distributors for Sweet & Low sweeteners. **Opal Products Ltd. Tel: 081-861 6181.**

Prestige

Rolas Distributors have been appointed UK distributors for the Gillette Sensor Prestige range, taking over from Diana de Silva. **Rolas Distributors. Tel: 0256 764857.**

Winter bonuses

Opal Products are offering Winter bonuses on Cabdrivers cough linctuses and Glymiel Gel. Orders of six Cabdrivers will be charged only for five and orders of 12 Glymiel will receive two free. The offer runs until the end of October. **Opal Products. Tel: 081-861 6181.**

Four for three

Colgate-Palmolive are running a special four for three pack promotion on Palmolive soaps exclusively through pharmacies until the end of October. **Colgate-Palmolive. Tel: 0483 302222.**

Asilone on display

Crookes Healthcare have introduced new POS material for Asilone.

The new shelf manager is compact and refillable, comprising a shelf edger at the front and an extendable back. It comes with eight 200ml Asilone liquid and six 24 Asilone tablets. **Crookes Healthcare. Tel: 0602 507431.**

It's a mystery

The details of a major launch, aimed at pharmacy, will be revealed in a television advertisement which breaks on October 14 on Channel 4 breakfast television.

Details of both the company and the product will be revealed in *Chemist & Druggist* in the coming weeks. Watch this space...



Oral-B Laboratories are supporting their Disney toothbrushes and toothpastes with two consumer promotions. The first features a collection of Disney fridge magnets, one of which is included free in every Disney toothbrush pack. There is a choice of four characters. The promotion begins October 1. Oral-B are offering a three month price promotion on Disney and Bugs Bunny toothbrushes, with 30p off. **Oral-B Labs. Tel: 0296 432601**



Who ever heard of a beaver with teething troubles?

It's not surprising really. But you don't seem to get that many wild animals in, looking for something to help them cope with cutting their first teeth.

Proof that, when it comes to teething, Nature provides the best solution.

So, when your customers ask your advice on what to do about their grizzling baby, why not recommend a natural medicine whose active ingredients are perfectly safe for everyone.

Like Nelson's homoeopathic Teething Granules.

What's more, last year's 30 per cent sales growth – backed by the new blister pack design and high profile advertising campaign – means interest, and therefore sales, are set to rocket. And when they do, the 40 per cent margin guarantees a huge profit potential.

Next time, recommend the natural answer to teething. Recommend Nelsons.



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There's a Littlefoot® About

*Coming Soon
from*

Community Computers

(watch this Space)

On TV Next Week

GTV Grampian	C4 Channel 4	TV-am Breakfast
B Border	U Ulster	Television
BSB British Sky	G Granda	STV Scotland (central)
Broadcasting	A Anglia	Y Yorkshire
C Central	TWS South West	HTV Wales & West
CTV Channel Islands	TTV Thames	TVS South
LWT London Weekend Television		TT Tyne Tees
Anadin Extra soluble:	TTV, C4, BskyB, TV-am	
Andrews Antacid:	G, Y, C, TT	
Clorets:	All areas except CTV, LWT, C4	
Colgate Great Regular Flavour:	All areas	
Colgate Plax:	All areas	
Cream Silk	All areas	
Dove:	All areas	
Glints:	U, G, C, A, TTV, BskyB	
Once:	All areas	
Ponds Performance:	All areas except U, TV-am	
Rap-eze:	GTV, JG, Y, C, TSW, C4	
Salon Selectives:	GTV, STV, B, Y, TT, C4	
Slim-Fast:	All areas	
Synergie:	All areas	
Timotei Complete Care:	All areas	
Wrigley's Extra & Orbit:	All areas	

New Aromaescent candle collection

Pearl & Co have launched a collection of coloured and scented candles called Aromaescents.

colours from the traditional tins range (£11.95).

and scented candles called Aromaescent. The collection includes compact traditional tins with a choice of eight oils, in different colours (£2.99), traditional hand-dipped tapers which come in a variety of colours and selected combinations of essential oils (£2.99 per pair) and hand-frosted glass tumblers, with scents and

(see 11.3).
A range of assorted gift boxes are also available for the tumblers at an extra cost.

A range of beeswax 1oz blocks in a selection of shapes and 10 inch hand-dipped beeswax tapers, with their own natural honey fragrance, are also available from the company. **Pearl & Co. Tel: 081-898 6791.**

Immediate relief from the worst kind of pre-menstrual tension.

Discover Today, the recently relaunched one-step pregnancy test from Carter Wallace, is to gain a new £300,000 advertising campaign designed to heighten brand awareness among 18-30 year old women. Advertisements will appear throughout the Autumn in national newspapers, with additional advertising in the London areas in the *London Evening Standard* and throughout the tube network. Carter Wallace Ltd. Tel: 0303 850661.

A black and white photograph of a man in traditional Scottish attire. He is wearing a flat cap, a light-colored tweed jacket over a dark vest, a patterned tie, and a kilt with a tartan belt. He is pointing his right index finger upwards towards the text.

Hoots Mon!

It'll be
a braw bricht
moonlicht
nicht at the
Palace!



So dinnae dally,
Freephone
0800 526292
and ye mae be takin'
the high road!



There are options

By helping to alleviate the miseries of acne, Norton minocycline provides an option to the patient, as well as a generic option to the pharmacist. Norton minocycline has proven bioequivalence[†] and along with a comprehensive product range, Norton Healthcare offers the quality option in generic medicines.



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Presentation: 50mg Tablets - Brown film coated tablets embossed MCL50 on one side with a twin triangle logo on the reverse. 100mg Tablets - Brown film coated tablets embossed MCL100 on one side with a twin triangle logo on the reverse. **Indications:** The treatment of infections due to tetracycline sensitive organisms, including acne, pre- and post-operative prophylaxis of infection. **Dosage:** ADULTS: 200mg daily in divided doses for routine use. Treatment of acne - 50mg twice a day for six weeks. Treatment of gonorrhoea - an initial dose of 200mg followed by 100mg twice a day for at least four days (in males) or longer (in females). ELDERLY: The same dosages as adults with caution in cases of mild renal impairment. CHILDREN: Over 12 years of age, maximum of 50mg twice a day, not recommended under 12 years of age. **Contra-Indications:** Known hypersensitivity to tetracyclines, lupus erythematosus, pregnancy, lactation, cases of severe renal failure and children under 12 years of age. **Precautions:** Minocycline may cause discolouration of teeth in children. The absorption of minocycline is reduced by combined use of iron salts and antacids containing calcium, magnesium and aluminium salts. Tetracyclines may enhance the effects of oral anticoagulants and reduce the effects of oral contraceptives. Tetracyclines and Penicillins should not be used concomitantly. Minocycline should be used with caution in the presence of hepatic or mild renal impairment. **Side-Effects:** Gastrointestinal disturbances are the most commonly reported side-effects. Dermatological reactions and photosensitivity may occur rarely. Lightheadedness, dizziness and vertigo may also occur, patients should be warned of the possible hazards of driving during treatment. **Legal Category:** POM. **P.L. Numbers:** 50mg Tablets 0530/0361. 100mg Tablets 0530/0362. **Packs and Basic NHS Cost:** 50mg x 84 £26.30, 100mg x 50 £31.26. Further information is available on request. **Reference:** 1. Data on file, Norton Healthcare Ltd.

Badedas given luxurious relaunch

Badedas has been relaunched with updated packaging. Two new variants have also been added.

New to Badedas bath gelee original is a Moisturising and a Soothing variant.

Moisturising bath gelee is pink in colour and aimed at women, with extract of orchids and a modern fragrance. Soothing bath gelee is aquamarine in colour and contains extract of seaweed. It has an ozonic fragrance. This variant is aimed at both men and women. Badedas original bath gelee has been renamed Revitalising and is green in colour.

The new Badedas bottles are semi-translucent with gold lettering and are topped with a new textured cap.

The Badedas shower gelee range has also been



improved. The formulation has been thickened and now contains extra skin conditioners.

The packaging has also been updated in line with the bath range. It now comprises four variants: Revitalising, Moisturising, Refreshing and Hair &

Body.

The relaunch will be supported by television advertising during November and December in addition to PR activity which will include sampling. **Smithkline Beecham Personal Care UK. Tel: 081-560 5151.**

Clinomyn toothpaste on screen

Following endorsement from the British Dental Health Foundation, E.C. De Witt & Co are launching a national television advertising campaign for Clinomyn Smokers Toothpaste.

On air until the end of October, the campaign will

feature four commercials which are designed to promote the fact that the toothpaste is gentle on teeth, while containing effective cleansing properties.

The packaging for Clinomyn Smokers Toothpaste has also been

redesigned to maximise the benefit of the BDHF logo, provide greater overall shelf impact and to strengthen communication of the product's benefits, says the company. **E.C. De Witt & Co. Ltd. Tel: 0928 579029.**

Numark add cotton wool

Numark are extending their own-label range with the launch of cotton wool products.

Skin Care cotton wool comprises square pads (50s

£1.05) and round cosmetic pads (100s £1.19). Family Care consists of coloured puffs (50s £0.59), white puffs (100s £0.85), pleat (350g £1.79). **Numark Management Ltd. Tel: 0827 69269.**

£0.72). Baby Care cotton wool includes nursery pleat (200g £1.29) and roll (350g £1.79). **Numark Management Ltd. Tel: 0827 69269.**



Finesse given extra moisturising

Helene Curtis have improved their Finesse shampoos and conditioners with a new moisture enriched formulation.

In addition to the new formulations for frequent use and permed or colour treated hair, there are new Extra Moisturising shampoo (300ml £1.85) and conditioner (300ml

£1.85) variants for dry and dull hair. It has a self-adjusting formula which cleanses hair gently or deeply, according to the condition of the hair, says the company.

The Finesse relaunch will be supported by a £2 million national television advertising campaign. **Food Brokers. Tel: 0705 219900.**



Win a sparkling holiday with Seton

Seton Healthcare are offering pharmacists the chance to win a holiday for two in the Champagne region of France.

Pharmacists will receive a free four bottle case of wine worth £25 and the chance to win a holiday when they order from the Seton brands.

To claim the wine and qualify for entry, customers need to order one dozen Transvasin Heat spray, three dozen Transvasin Heat Rub, one dozen Lloyd's cream 30g and 100g, plus two dozen Prosport. **Seton Healthcare Group. Tel: 061-652 2222.**

Brylcreem targets students

Smithkline Beecham are targeting 16-24 year old men in a sampling campaign for Brylcreem Black.

Some 150,000 College Bags will be distributed to male 6th formers, each containing a free Brylcreem Black shower gel sachet with details of a Brylcreem Black t-shirt offer.

In universities and polytechnics 180,000 male first year students will also receive the sachet sample and t-shirt offer. **Smithkline Beecham Personal Care UK. Tel: 081-560 5151.**

Bright Cannon additions

Cannon Babysafe have introduced two ranges of Designs bottles and cups.

The Pastels range of 8oz bottles and trainers cups come in a choice of six animal motifs with cap variants of blue, mint or pink. The Primary range also comes in a choice of six motifs, but with colour caps in red, blue, dark pink and yellow.

The 8oz bottles in both ranges come in twin or single packs for £3.46 and £1.83 respectively and the two-handled trainer cups retail at £1.99. **Cannon Babysafe Ltd. Tel: 0787 280191.**

Helfex in Sheffield 18/19 October 1992



Helfex is going north this October and will be held in the magnificent Sheffield Arena. Europe's foremost health food trade show will give you the opportunity to see the latest developments in this highly innovative trade.

A show first is the special Nutrition for Health Forum starting at 12.30 pm on the Monday which will include a keynote speech from Professor Diplock of Guy's Hospital on the subject of health promotion and disease prevention through optimal nutrition. Admission to the Forum and the Exhibition is free.

Sheffield is highly accessible by motorway and rail. Free transfer coaches will run all day between the railway station and the show.

For full details ring
0483-426450

SHEFFIELD

ARENA

Sheffield Arena, Sheffield, South Yorkshire.
October 18th/19th 1992 - 9.00am to 5.00pm.

The 13th British Health Food Trade Exhibition

LETTERS

Virtual reality High Street shopping to come within five next years?

I read with great interest your article concerning the extension of E-Mail links within the Sheffield FHSA area to include pharmacy contracts (p490 last week).

I can't help coming to the conclusion that we are seeing the introduction of electronic prescriptions. The prescriber can place a prescription in his E-Mail box, to be retrieved later by the dispensing pharmacist with the consent of the patient. With electronic communication links installed between general practice surgeries, pharmacies and the FHSA, it would only be a matter of time before legal, electronic prescriptions speed through telephone lines, or maybe even through fibre-optic cables at the speed of light.

Pharmacy, as a profession, must wake up to the possibilities of what is on offer, make use of technical advances, and take the opportunities to offer our patients a better service. There are real advantages for all of us to convert from physical "paper" prescriptions to electronic prescriptions. To list but a few:

1. Environmentally friendly. Just think how many trees will be saved each year.
2. Cheaper for the NHS. The health service will benefit from savings in material costs, processing costs and staff costs. A prescription that occupies only a few bytes on a computer disk costs considerably less than its counterpart in paper. Processing costs are also reduced, because electronic prescriptions can be processed by computer. All that's required of the Prescription Pricing Authority is to update its data files which are used for pricing, and then there will be a few prescriptions that will require "human" pricing. The efficiency of the PPA will no doubt be improved.

3. Convenient for the patient. They will no longer carry paper around or lose them on the way to the pharmacy. Using a live data link the made-up prescription can actually be waiting for the patient in the pharmacy or at the door step when he gets home from the surgery if delivery is requested.

4. Convenient for the doctor. Practice administration will be one step easier. The doctor can use a notebook computer, fax link and mobile phone to afford the same facilities to his patients on home visits. Special instructions can also be transmitted to the dispensing

pharmacy securely and confidentially.

5. Convenient for the pharmacist. Apart from the enhanced service we can offer to our patients, there are also cost benefits to our profession. Computerised pricing will improve our cash flow with electronic remuneration, which can be as instantaneous as the Department of Health desires. On the professional side, handwriting will no longer be a cause for concern.

6. Much improved physical security. Pharmacists will no longer rely on the Post Office or Securicor for their remuneration. It must be more difficult to forge an electronic prescription than a paper one.

In spite of all the above mentioned advantages, we must also recognise that electronic prescriptions also offer great potential for abuse. Therefore, we must devise safeguards in the following areas:

- a. Protect the patient's right to choose his/her pharmacy by issuing patients with a PIN code, which is not known to the prescriber.
- b. System security. The system must be sufficiently secure to discourage the experienced hackers, or even criminals. Prescription transfer, validation and record keeping procedures must be developed to satisfy all the legal requirements.

May I suggest that the Royal Pharmaceutical Society set up a working party to look into the "electronic" implications of contemporary computer technology for the profession and make recommendations to the relevant regulatory bodies to take pharmacy beyond the paper age.

The frontiers of computing is being pushed forward at such a breath-taking pace that it is now possible to generate landscapes electronically and it has been estimated that the virtual world will become visually realistic in five years time.

It is entirely within the realms of possibility that live links between a real data base and a virtual world will make electronic shopping in a "virtual High Street" probable. Catalogue shopping at home will be replaced by "virtual High Street shopping", where one makes electronic purchases which will be registered in a real shop and the goods delivered to one's door step.

One thought for the Registrar of the Royal Pharmaceutical Society — is he prepared to register a retail pharmacy outlet in a virtual High Street?

S.S. Yuen
Bloxwich

GULP!



Vicks VapoSyrup became the fastest growing cough syrup after its launch last year. In just five months it became a top selling brand.

That's because no other cough syrup works faster. Only Vicks VapoSyrup has the thixotropic polyol formulation which coats the cough receptors in the throat

better, to get rid of the cough faster. The success is set to continue this year. Again we plan to spend more on advertising than any other brand – as well as launching a children's version.

So make sure your shelves are well stocked up. They certainly won't be for long.

Consider the future of the young pharmacist

From your correspondence columns, it is evident there is much dissatisfaction: with the RPSGB at lack of effectiveness in dealing with the Ministry, the weakness of a "divided" PSNC, the increasing plight of the independent pharmacist; the growing strength of multiples ignoring the Society and having strong links in governmental circles; the increasing financial strengths of groups; the hope of franchises, but most importantly the career prospects of the younger pharmacist seeing the future in a managerial role, and never with a business of their own.

Basically, has not all this arisen from monopoly power, increased site values and a scramble for outlets? Cannot this be traced back to its source — limitation of pharmacies?

In the troubled times of a few years ago, limitation was considered the panacea, of benefit to pharmacy, to the patient and to the nation.

Shouldn't we consider the problems which have arisen from this piece of legislation and consider scrapping it? There would no doubt be howls of protest from those who have benefitted from inflationary values but must not we consider most importantly the young pharmacist — the future of the profession?

The solution of problems of years ago has now confounded and confused all aspects of pharmacy.

Limitation is not hallowed or sacrosanct. Let it be reconsidered.

Mervyn Madge
Plymouth

Questioned OTC supply policy is restated

Further to the recent letter from V. Patel of Hounslow (*C&D* September 5) Marion Merrell Dow Ltd would like to restate its policy with regard to the distribution of its OTC products.

Marion Merrell Dow Ltd does not trade with, or distribute GSL lines to any non-pharmacy organisation. Our representatives only call on and take transfer orders from pharmacists, with the products being distributed only through *bona fide* pharmaceutical wholesalers.

If our products appear in outlets other than pharmacies, you can be assured that such outlets have not been supplied by us, but through a wholesaler or retail pharmacy and in

contravention of our distribution policy. We would be pleased to learn the source of such supply.

The high level of product support offered by Marion Merrell Dow, in terms of training, point of sale material and sales bonus, is only made available to pharmacy. Additionally, all consumer advertising and public relations activities carry the message that these products are only available from a pharmacy.

Merovit is a further example of an effective medicine introduced by Marion Merrell Dow at a high level of profitability to reflect the pharmacist's special role in counter prescribing, and which will be distributed only through pharmacy.

We are delighted that already this new product has received wide-spread acceptance by community pharmacists.

P. Sheehan
Retail pharmacy sales manager
Marion Merrell Dow Ltd

Welcome for expression of 'election time' views

It would appear that the season for Council electioneering is well and truly under way judging by the letters in your columns (*Chemist & Druggist* September 12) from two of my colleagues, Messrs Curphey and Nathan.

I think it would be fair to say that the profession is under considerable pressure from Government at present on both the professional and financial front, but we must be positive and sensible about our aspirations under the present regime.

Peter Curphey's rhetoric is fine on the soap-box but what policies does he propose the profession take? I appreciate that the Council is sometimes slow and ponderous in some of its decision making but to say that we adopt a *laissez faire* attitude to major decisions would be untrue.

For Peter to deny the right of a group such as RIP to voice its views is somewhat self-righteous, believing that only a former Council member would have all the answers to our problems. Think again Peter — you can't always have all the answers or win all the arguments. I welcome the profession making their views known to those elected to lead them, and look forward to the arguments put forward by RIP.

During my nine years on Council, and recently (1991-92) as vice president, I soon realised

decisions that needed to be made had to be fully worked through before statements could be made public, and I have worked constantly to achieve practical and consistent decisions.

I, too, have been very frustrated at times by a Council that has been reactionary, but I have to say that this is partly brought about by the lack of community pharmacists represented on the Council who are aware of the problems in the retail sector.

However, times are changing, and I believe that community pharmacists can be proud of themselves in the swift way that they have adapted to all the changes going on around them. But, it is essential for the Government to stop writing further glowing reports about the community pharmaceutical services and to start giving positive financial incentives.

As a profession, we know where we are going and the sort of service that we are capable of delivering, but without funding none of this can happen.

I intend to ensure in the coming months, along with some of my Council colleagues, that the community pharmaceutical service moves forward in the manner of its delivery and with a fair financial reward.

It will not be an easy road ahead but one needs patience and perseverance to achieve the right ends.

David Allen
Chigwell, Essex

Counselling addicts — kicking the habit

No doubt there will always be differences of opinion on the way addicts should be dealt with in pharmacies depending on the experience of those involved. I applaud the determination of Mr Lambert (*C&D* September 5), and his recently registered colleagues, to offer a total and professional service, but I only hope that, as far as addicts are concerned, they really know what they are letting themselves in for.

Addicts are almost invariably corrupt, self-centred, cunning and deceitful.

They will go to any lengths to further their habit, and because they do not have two heads and are frequently plausible and articulate individuals, the need for extreme caution in dealing with them cannot be overstated.

Like Mr McCoig (*C&D* July 11), I strongly caution future pharmacists in their counselling

of addicts. Any show of interest or sympathy is often interpreted as a sign of softness or weakness, which they will attempt to exploit.

The newly qualified pharmacist who doesn't accept this would do well to consult his controlled drugs officer or Pharmaceutical Society inspector, to get some idea of the problems and pitfalls other pharmacists have experienced. We all know with what the road to Hell is paved.

Unfortunately, the system of dealing with addicts in this country is unsatisfactory and open to abuse and, as usual, the buck stops with the individual pharmacist.

It is designed to provide the greatest convenience to the addict and the least possible cost to the Department of Health.

Prescriptions are best sent from drug clinics to pharmacies direct, but more often than not are given to the addict himself, so giving him the opportunity to attempt alteration.

Pharmacists are frequently presented with incorrectly written and incomplete prescriptions, sometimes by aggressive addicts, and when this happens late in the evening when the prescriber has gone home, the only "back-up" is a handy panic button to the local police.

If the Department of Health can provide special clinics for venereal disease, there is no reason why it cannot provide suitable clinics for the total treatment of addicts, including counselling, syringes, condoms and drugs.

Pharmacists involved in such centres would then have total support and would be working as part of a more effective team, with the prescriber on the premises readily available to correct any prescription errors immediately.

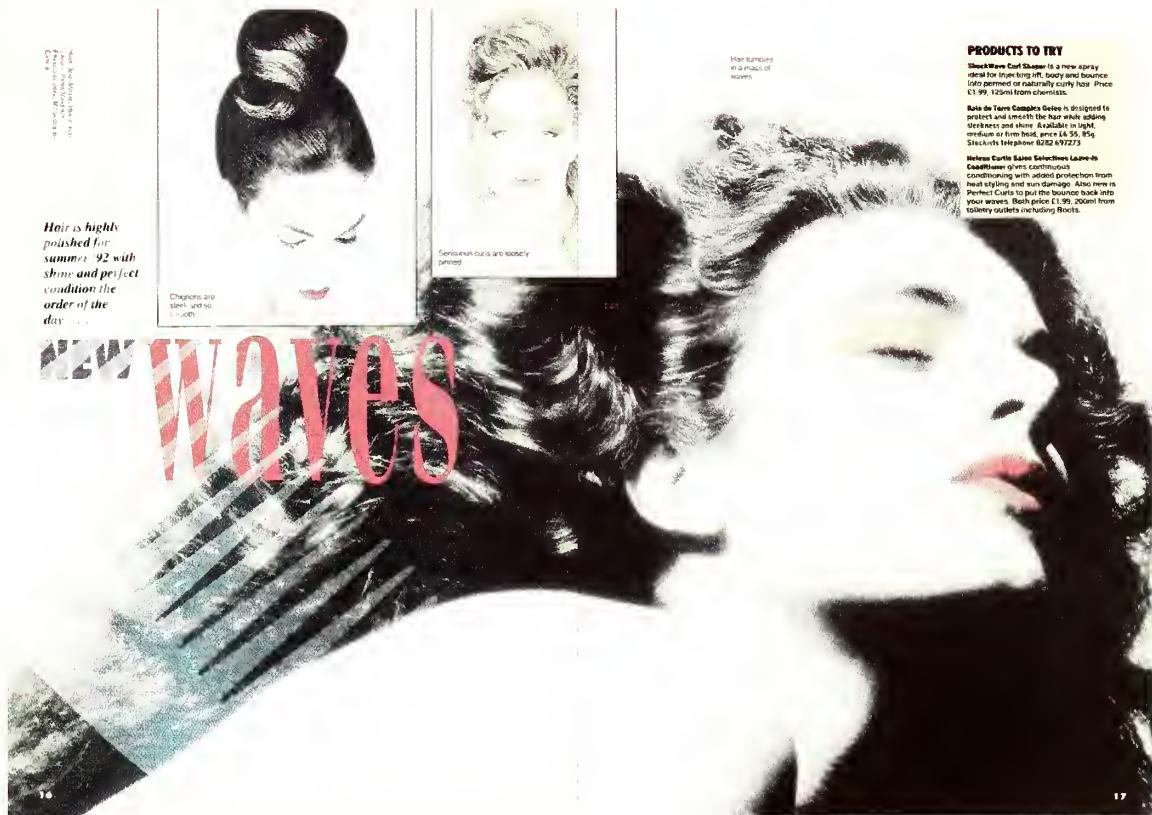
Such pharmacists could then be properly trained in the special requirements of counselling addicts, could have the back-up of the social services, and wouldn't have to worry about forgeries or improper alterations to scripts.

In more than thirty years dispensing for addicts I have known only two who kicked the habit and both relapsed after a short time.

General practice pharmacists have an enormous contribution to make to the community in terms of information, advice, etc, but our energies would be better served in trying to help people who really want to help themselves.

Alan Kurtz
London SE25

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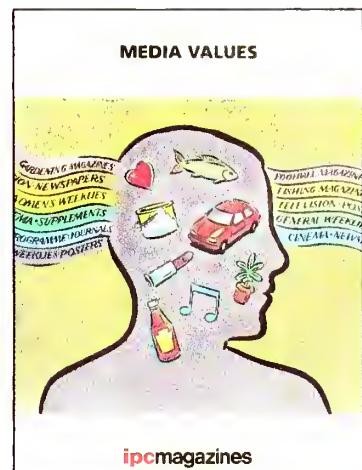


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BURSTING OUT

Over the past decade the UK bathroom toiletries market has seen considerable change, with a growth in value and in the number of products available. But is this bubble about to burst? C&D reports.

The UK bathroom toiletries market has shown considerable growth over the past decade as the nation moves towards improved hygiene routines, helped in part by the growing popularity of the shower.

Estimates for its value vary greatly, dependant upon which products you incorporate under the general umbrella of "bathroom toiletries", but top figures concentrate around the £400 million mark, with growth recorded at 11 per cent per annum since 1987.

It's an impressive record and one which has seemed relatively recession-proof, with a number of consumer groups prepared to spend more of their disposable income on increasingly sophisticated products or complete brand collections.

However, despite being a nation of sweater smellers than we were ten years ago, some statistics from the past 12 months are beginning to show a slight but noticeable hiccup in this growth pattern in both volume and value terms.

Shower gel

Shower gel continues to be the star performer, fuelled by an increasing number of household shower ownerships as consumers capitalise on the time-saving benefits. (Cussons estimate that the average person will be in and out of the shower within 10 minutes, compared with the average bath time of 23 minutes for men and 20 minutes for women.)

Liquids continue to be the fastest growing sector. They are currently worth about £69m, up 14.8 per cent in value terms for the 12 months to June 1992, according to Nielsen Consumer Data, although the figures show that this has slowed considerably during the past year, expanding only 1.7 per cent in volume sales.

Interestingly, according to the Cussons Personal Washing Report 1992, although women shower less frequently than men, they are more likely to use a shower gel, a reversal of the situation a year ago, and undoubtedly a contributing factor in the slowdown in the growth of this sector.

Courtesy of Olatum (Intercare)



Elida Gibbs latest research further highlights this point with 23.4 per cent of women stating they had used a shower gel in the previous six months, compared with only 21 per cent of men.

The potential for growth is almost three fold, however, say Cussons, adding that while 65 per cent of people in the UK use a shower, only 20 per cent use a shower gel.

Product developments have centred on increasing specialisation with moisturising, fragrance expansions and targeted male and female products leading the field.

Own label shower gels hold the number one slot in the sales chart (Nielsen), increasing their share of the market from 25 per cent to 35 per cent in the last year, followed by Avon brands, Lynx, Radox, Showerfresh and Imperial Leather.

Additives

Although consumer lifestyles have gathered pace, people are still prepared to slow things down at the end of the day to spend time relaxing in the bath.

Bath additives are used by about 40 per cent of women and 20 per cent of men, though volume sales in the market have dropped quite significantly in the past year, with bath oils and creams falling by 17.5 per cent, salts, grains and granules falling by 11.6 per cent and bath cubes falling by 38.5 per cent.

Values have followed a similar downward pattern in all but the salts, grains and granules sector (rising a marginal 0.9 per cent to £8.691m), report Nielsen, with bath oils and creams falling 13.1 per cent to total £20.075m,

and cubes falling even further (-24.3 per cent) to reach a new low of £1.150m.

Increases in bath foam sales have reflected a more self-indulgent, luxurious image, although family usage has led to a demand for larger bottles and even refillable bottles. (Foams currently account for 77 per cent of the total additives market, say Cussons.)

Promotions have concentrated on the relaxing and unwinding appeal of bathing, with aromatherapy ingredients heading a new wave of additives.

Retailers have been particularly active say Cussons with £50 per cent of markets sales generated through own product ranges, enabling them to occupy the number one slot, state Nielsen, followed by Radox, Avon Brands, Matey and Badedas.

Soap success

While the soap market has increased in value by 7.3 per cent to total £150m for the 12 month period ending June 1992, according to Nielsen Consumer Data, volume sales have continued to decline, dropping a further 7.4 per cent in the year on year figures to end June 1992.

Despite the drop, 94 per cent of the UK population still use a toilet soap twice a day.

With the arrival of a new generation of specialised products, which are entering the market in a bullish fashion, established brands have adopted more aggressive

marketing techniques to promote their range.

Multi-buy packaging and milder soaps which are individually wrapped are helping to add value to the market, state Cussons, whose Imperial Leather continues to head the brand leader-board in volume and value sales by almost double its nearest rival Palmolive.

Market share

Grocers continue to hold the lion's share of the bathroom toiletries market, state Nielsen, with 45.9 per cent of the market compared to the pharmacies 23.8 per cent (excluding Boots), representing a fall in trade for the pharmacies of 1.6 per cent.



The male toiletries market is set to exceed £380 million by the end of the year, according to Elida Gibbs. In their stable alone, the Hero range will benefit from a £2.2m national TV, press and cinema advertising campaign.

The gentle touch

The soap market has been in decline for a number of years, but a new generation of products are set to revolutionise attitudes.

Ask the average person in the High Street how much a bar of soap costs and the chances are they'll over estimate. Good news for the manufacturers perhaps, but more significantly, a reflection of that fact that, for the majority of consumers, soap is an unglamorous, necessity purchase in which tradition plays a major role.

All this is about to change, however. In the past year, soap has undergone a metamorphosis. Gone are the days when skin had to be punished by the harsh drying qualities of soap. Today, 2 in 1 cleaning and moisturising is the name of the game, and manufacturers are singing its praises from the tree tops.

And, while traditional brands continue to dominate sales, a new era of products are responding to the demands of the marketplace with a whole new philosophy, while some of the older, more established brands have been given a facelift and newly focussed promotional campaigns.

"Traditionally the soap

market has always been split between bathtime, basin and shower usage," explains Micheal Bealing, chemist sector development manager at Colgate-Palmolive. "People are waking up to the benefits of moisturising soaps, however.

"People have become more knowledgeable about personal hygiene and are washing more because of this, but increased washing also dries the skin, and there has been a real increase in dermatological problems because of this. The change to moisturising products will not happen overnight, but it is here to stay."

Although women lead the field significantly in soap purchases, the majority of manufacturers are also keen to promote products as family brands, rather than "speciality products", with the emphasis being that moisturising, protecting soaps are an affordable luxury which the whole family can use and benefit from — a factor which Cussons have been promoting for their Imperial Leather



Impulse Shower Gel from Elida Gibbs is a distinctly feminine product designed to attract the growing number of female shower users.

range, the number one soap, for some time, the company says.

Men and women

Following this increased consumer awareness, when Lever Brothers launched the Dove cleansing bar in April, supported by an impressive track record in the US and a £3.5 million marketing support campaign, they introduced an educational campaign as well, targeting 2,245 dermatologists and paediatricians as well as consumers with the message that the dermatologically-tested soap has had extensive clinical trials on patients with all skin types, proving particularly effective on the young and elderly with skin problems and those with eczema and psoriasis.

And, independent statistics show that it has made an impact since its launch, acquiring a total of 5.4 per cent of the market in just three months, say Lever Brothers, and helping retailers to raise profitability in a previously stagnant market.

As a result of the success, Dove Cleansing Bar Twin pack, Dove Cream Shower and Dove Cream bath, all offering the 25 per cent moisturising ingredient, were launched in July, as well.

In a similar "tried and tested" vein, Procter & Gamble will be relying on the heritage of their Oil of Ulay brand to attract users to their Oil of Ulay Conditioning Bath Bar and Oil of Ulay Shower Gel & Lotion, launched earlier this month.

"There is a large amount of consumer dissatisfaction about the skin care performance of soaps at the moment," says Sarah Beck, category sales and marketing manager at Procter & Gamble. "We believe people are prepared to pay slightly more for a better quality

product, which is still cheaper than all the specialist soaps. Our intention as a whole is to encourage customers to trade up from low price, basic soaps into the much better, high quality products, but within a reasonable price range."

While the company believes that women will probably be the main purchasers for the bath bar and shower and lotion, it is keen that the Oil of Ulay range is seen as a purchase for the whole family due to its mild properties, being 95 and 100 per cent soap-free, respectively.

As a mainstream purchase, the company is also recommending that products should be displayed together with the ordinary soaps and, to support this, has introduced four-pack bulk purchases, as well as singularly wrapped items and trial-size bath bars, which offer increased profit opportunities, particularly for pharmacies where Oil of Ulay has strong foundations.

Smith & Nephew have also recently introduced a Moisturising Shower Creme and Bath Essence for their Nivea range, both of which contain D Panthenol to soothe the skin.

The company recommends that retailers target specific products areas to increase their sales, with a spokesperson adding: "Bath products is one of the most buoyant toiletry sectors and as such should command considerably more shelf space."

Palmolive have been promoting their brands in a bullish fashion over the past year as well, successfully increasing marketshare from 6.6 per cent to 8.6 per cent since January, according to AGB statistics, while raising consumer awareness.

Like some of the newer

Sex discrimination

Sex discrimination in the bathroom toiletries market is alive and kicking, and the manufacturers are proud of it! In the light of research highlighting the differing preferences in the personal washing market, new products are being specifically targeted at the different sexes.

Our male

While not so long ago macho pride prevented men from utilising the full range of bathroom toiletries, today the new man and indeed the old man have sharpened up their acts in the personal care stakes.

Elida Gibbs, manufacturers of the best selling male specific shower gel, Lynx, predict the male toiletries market will exceed £380 million by the end of the year, and they say, there is still major growth potential, particularly in the skin care sector.

Expansion has come through scent co-ordinated ranges, with manufacturers launching first through fragrances and then looking towards more value-added options.

According to Elida Gibbs' research, carried out by The Harris Research Centre and incorporating the latest market data from AGB, Nielsen and Taylor Nelson, 65 per cent of men have also attracted women as a result of wearing fragrance!

Shower gels sales, where the male market has traditionally been a leading force, have increased by 32 per cent year

on year in this male specific sector, while fragrance lines doubled between 1985 and 1991, say Carter-Wallace, who launched their Arrid deodorising gel For Men earlier this year to capitalise "on the potential of the male hygiene market".

And, while the number of male buyers increased to two-thirds of all male toiletries purchased in 1990, compared with only one third ten years earlier, the pharmacy continues to be the preferred outlet for purchases, although the grocery and drug store sectors are gaining share.



Arrid's For Men deodorising shower gel from Carter-Wallace has been designed to capitalise on the potential of the male hygiene market

Continued from p565

products, Palmolive, the company's best selling soap product has always contained a moisturising ingredient, although this is often forgotten.

"As its name suggests Palmolive soap is made of palm and olive oils to moisturise and clean the skin, although because it's been on the market for so long people forget what the name actually means," says Mr Bealing.

"The soap market is very traditional, but we have been able to increase our share because we have marketed aggressively."

Palmolive Foam Bath was also revitalised and relaunched in January with a new formulation which provides a longer lasting, more luxurious foam and is pH balanced for extra mildness, the company says.

It has also changed the fragrance slightly to make it more feminine, while an extra sensitive variant is also available. (The company is currently in the middle of its six for five promotion which lasts until the end of October.)

Colgate-Palmolive also introduced their own specialised superior soap with a 25 per cent moisturising ingredient, Cleopatra, five years ago, says Mr Bealing, although it was ahead of its time with fairly slow development and a limited appeal at the time because of its exclusivity to the female market.

Despite the obvious growth potential for this market, changes will not happen over night.

For the very sensitive skin, a range of washing products continue to be promoted successfully through various campaigns.

Cetaphil, from Galderma (UK), a non-irritant cleanser continues to be promoted direct to eczema users, while Crookes Healthcare's E45 products, launched in the late 80s, are popular among dry skin sufferers being perfume, colour and additive free, as is Intercare's Oilatum.

For this reason, pharmacies should continue to keep all the traditional brands on show,

while giving exposure to the new generation of products, says Mr Bealing.

He believes that, although the younger consumer will be more likely to experiment with new products, people who traditionally have used a separate moisturiser will continue to do so. The continued success of newly

launched moisturising products and body lotions, such as Ponds Natural Aloe Vera Revitalising Body Lotion, prove that this market is still strongly supported.

Nevertheless, the people who are just beginning to think about using a moisturiser who have not quite got around to it, will feel more relaxed using a

moisturising bathroom product, says Mr Bealing.

And, with the success of the 2 in 1 shampoo and conditioners and the visible move towards more sensitive products as a whole, it seems likely that the soap market is in the process of undergoing its biggest transformation for some considerable time.

Essential truths

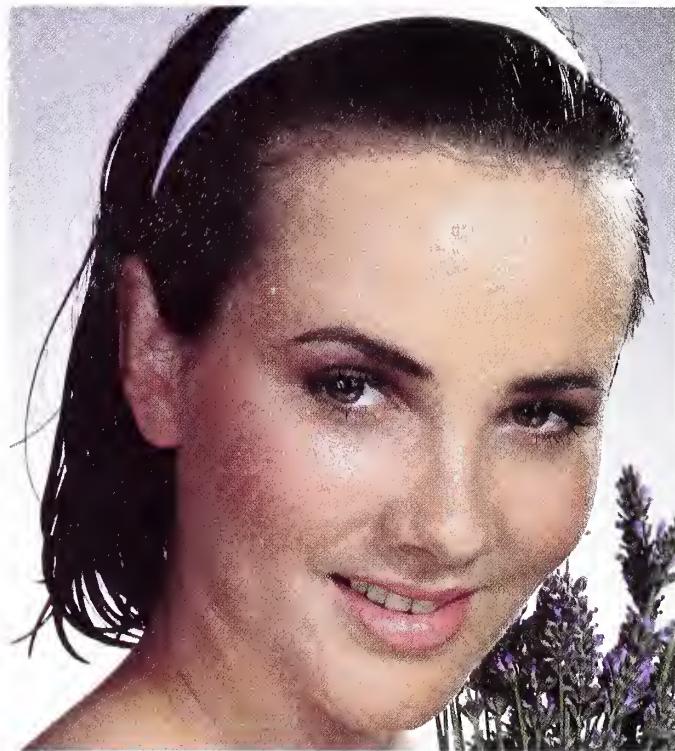
Aromatherapy has emerged as one of the consumer trends of the stress-conscious 90s, with an increasing number of manufacturers using its virtues to sell their products. But what exactly is aromatherapy and how does it work? Shirley Price, member of the Aromatherapy Organisations Council, and founder of Shirley Price Aromatherapy Ltd, explains.

Aromatherapy is the controlled use of essential oils from plants to aid the general health and well-being of the body, mind and spirit.

Essential oils are gained by extracting the natural essence found in the plants by steam distillation or expression. Other methods of extraction render absolutes or resinoids (perfume compounds) which may also be found in aromatherapy, although most aromatherapists prefer essential oils.

Despite their name essential oils are not in fact oily. They have a complex molecular structure and may contain up to several hundred different natural chemicals. They do dissolve in vegetable oil, however, which is why they are used as carriers. (The term

Continued on p568



Procter & Gamble's new moisturising Oil of Ulay Bath Bar and Shower Gel & Lotion will be tempting consumers to trade up to higher quality products in the bathroom



Fenjal's moisturising benefits are to be extolled in a £500,000 advertising campaign from Smithkline Beecham targeted at women's magazines in the pre-Christmas buying period



Coty's new range of Luxury Moisturising Foaming Bath Essence (300ml £2.99) has been designed to meet the needs of the modern woman, while brightening the bathroom with its stylish packaging

fenjal



Stunning press advertising in womens' magazines throughout November-December

Unique formulation in 7 great packs



Continued from p566
 "carrier" is applied to any substance which carries the essential oil into the body. They are too potent to be used neat.)

Product analysis

The exact process by which essential oils work is not known. They can have a profound effect on the physical and emotional states, however.

When inhaled, essential oil particles stimulate nerve endings at the root of the nose, which relay messages back to the olfactory areas of the brain, triggering the release of neurochemicals.

When dissolved in a carrier and applied to the face or body, the essential oil molecules are small enough to pass through the dermis and into the blood stream. Once here they are transported around the body and are able to reach cells, body fluids and mucous membranes.

Research is currently being carried out to discover which chemicals in the oils are responsible for which effects, although as the likely conclusion is that essential oils work on an energy level and that the energy of a complete oil has the healing effect, the research may conclude that tampering with the oil or extracting the "active ingredient" will not have the same effect.

It is known that essential oils are normalising. If used for one particular problem, for example diarrhoea, the effect will be to bring the problem, in this case the bowel action, back to normal. Even with continued use they would not cause constipation. In fact, the same oil may be used for constipation and diarrhoea.

This is a fundamental property of essential oils and one which make them incredibly useful, especially when the cause of the problem is an imbalance in a bodily system.

Essential oils can prove an invaluable help for PMT, period pain, irregular period etc. Although different mixes for these problems can be formulated, essential oils chosen to normalise the hormone balance will correct the resultant problem in whatever form it manifests itself.

Oil lessons

We have much to learn about the exact nature and function of essential oils, but what we do know is that they give results. It is well documented that essential oils have been used since Egyptian times, and many ancient civilizations have used some form of aromatic essence, notably Indians, Greeks, and Romans. Indeed, an Arab, Avicenna, introduced the cooling system into the process of distillation to make the extraction of oils a more refined and efficient process.

By the late 17th century the oils were widely used in medicine. In the 19th century research commenced concerning the properties and

composition of essential oils. As chemical compounds were identified, the process of synthesising components began and this led to the drug industry as we know it today.

Unfortunately, when we started to synthesise drugs, we did not completely understand the precise nature of the beast. In mimicking those parts of an oil we then felt to be the most potent, we ignored the rest of the cocktail. In aromatherapy we believe that this was a fundamental mistake for two reasons.

One reason is that those other chemicals, many of which are still unknown and unnamed, are vital to the overall effect of the oil; rather like trace elements are vital to the overall function of the human "cocktail". The other is that this natural substance has its own energy which plays a very important part in the healing process.

Scents success

Lavender essential oil is probably the best known oil. It has so many properties that its sales exceed the next best selling oil by nearly five times.

It has been found to promote the renewal of cells and is used in an increasing number of hospitals to treat burns and scarring as well as insomnia and pre-operative nerves.

It has dramatic effects on all skin problems from acne to athlete's foot. It is analgesic and anti-inflammatory and is often used to help muscular aches and pains. It also regulates hormonal balance and is useful in the treatment of menstrual problems.

Lavender can aid the circulatory and digestive systems with its calming and cleansing effects. It is one of the best oils for alleviating stress and is helpful for depression. The list is endless.

Another very popular oil is tea tree. It is not particularly pleasant smelling, having an antiseptic-like aroma, but it has been found to be 12 times stronger in anti-bacterial effects than carbolic acid and it has anti-viral and anti-fungal properties. It helps respiratory and skin infections, while it has also been found to be extremely effective against acne and clears vaginal thrush.

The reason that none of these have product licences is because firms selling the individual brands of essential oils are not allowed to make medicinal claims.

There are also at least 70 individual essential oils and a multitude of combinations so the cost would be prohibitive for each to have a product licence.

In the future

As with vitamins, the consumers educate themselves from books or courses and, just as there are many brands of vitamins, there are many brands of essential oils. The difference between them can be significant.

It is a sad fact that there are some essential oil products on the market which are far from true, pure essential oils, but there are also oils which are in the same pure state as when the left the still. The difference between these two types is vast, and not necessarily only a difference in price. This leads to much confusion for the consumer.

Being able to judge a true essential oil simply by looking at it and smelling it is virtually impossible, especially if you have little or no experience of what you are looking for.

Any reputable company will carry out tests on its oils to check nothing has been added or taken away. One or two buy direct from the source.

Another difficulty is determining the difference between a pure essential oil and one in a carrier when both are presented in similar 6-10ml bottles.

At the moment many labels simply say "Aromatherapy Oil of.....". These are often all the same price in one brand and usually diluted in a vegetable oil, ready to apply to the skin. These are not strong enough to be used for inhaling or in the bath — you would need the whole bottleful for an effect!

Bottles containing essential oils only are priced individually. To be sure, buy only from someone who can answer your questions.

Answers of use

Essential oils are powerful and because of this there is much exaggerated talk about their "toxicity".

Anything effective needs to be used carefully. We don't give children sharp scissors to play with, but scissors are not labelled "dangerous".

People with particular conditions do need to be more aware of certain oils which may have an adverse effect, however. For example, epileptics should avoid oils with strong neurotoxic effects such as hyssop.

This, plus oils such as as fennel and sage (which help to bring on menstruation), are best not used regularly by women in the first four to five months of pregnancy, but unless these are used every day and in excess, there is no cause for panic.

Dissemination of knowledge on the true properties and effects of essential oils should prevent unnecessary exaggeration of potential hazards.

Continued on p570



To meet the demands for natural, cruelty-free products which are kinder to the environment, Richards & Appleby have introduced the Natural History Collection of luxury toiletries, based on aromatherapy, with a donation from each purchase going to the World Wide Fund for Nature

THE MOST POPULAR THING ON T.V. THIS AUTUMN WON'T BE A SOAP.



Introducing Oil of Ulay Conditioning Bath Bar and 2 in 1 Shower & Lotion. Both are completely different from soap, which can dry the skin. Conditioning Bath Bar contains Oil of Ulay Moisturisers, and 2 in 1 Shower & Lotion combines a body lotion with a mild shower gel. We're spending £2.4 million on TV* on top of an existing Oil of Ulay spend of £7.8 million.* The profits for you on both are outstanding – each Conditioning Bath Bar delivers three times the profit of the average traditional soap bar.** So stock up now and you're bound to clean up.

*at Meal Rates **at RRP

The sweet smell of success

As the consumer picks up on the benefits of aromatherapy, the number of products on the market is increasing rapidly, with new manufacturers entering the aromatherapy marketplace, while more established ones expand their ranges.

Tisserand Aromatherapy, who have been involved with aromatherapy products for a number of years, offer a comprehensive collection of pure essential oils and vegetable bases.

Products include: soaps with lavender and evening primrose, ylang ylang and peach kernel, or the new sandalwood and wheatgerm soap; shower gels, bath oils and soaks; massage lotions; complementary fragrance burners; vapourising rings; storage cases; books and charts.

A collection of Christmas gift ranges was also on show at Chemex.

The Nelson and Russell range consists of eight organic pure essential oils (ranging in price from £4.95 to £8.50), 12 pure essential oils (£3.25 to £7.95), six pre-mixed oils (£3.98 for each 25ml bottle) and a carrier oil (£3.50 for 50ml).

A selection of leaflets and a booklet *Aromatherapy for the Family*, as well as a merchandising stand, are also available from the company.

Shirley Price Aromatherapy Ltd is able to offer a selection of courses as well as true essential oils, aromatic body oils and facial treats.

The company's products all come with the guarantee that neither the products or the ingredients have not been tested on animals, that they do not contain synthetic perfumes, and that their packaging is kept to a minimum to reduce wastage.

For the first time this year, Taylor of London have also introduced a complete aromatherapy range which includes bath essence, a shower gel and body and massage cream.

Likewise, the Kitty Little Group launched their new aromatherapy range to the trade at Chemex, earlier this month.

Meanwhile, new from Mountain Breeze comes the Aromacare Starter Kit, a vapourising unit, with four blends of essential oils, and ten absorbent pads on which to place the oils.

The electrical unit warms and vaporises the oils, releasing the aromas and helping to create a chosen mood — be it relaxing, revitalising, or calming.

Nelson & Russell's range of aromatherapy products comprises eight organic pure essential oils, 12 pure essential oils, six pre-mixed oils and a carrier oil. A selection of consumer leaflets are also available.

Myth, mystery or misconception

How do you get rid of something which does not exist? Chemist & Druggist investigates ways of curing the mystery of cellulite.

While the vast proportion of the medical profession still refuses to recognise cellulite, for the substantial majority of women who reportedly suffer from its effects, the aptly named "orange peel" skin complaint is a cause for considerable consternation.

Related to stress, lack of exercise, smoking, an unbalanced diet, and poor circulation, among other things, it can attack any woman at any time, leaving "no one safe from the threat", according to Pierre Fabre Ltd, manufacturers of Elancyl, one of the leading brands of anti-cellulite products.

The UK anti-cellulite market is currently worth about £7 million, Pierre Fabre estimate, with the 30 per cent year on year growth experienced over the last three years set to continue. (The French market, where cellulite is recognised as a medical condition, currently stands at around six million units per year, 38 per cent of which is sold through pharmacies.)

CELLULITE REPAIR
Techniques and products for fighting the fatty deposits centre round massage and dry brushing with a natural hard brush such as those made by Kent, in conjunction with oils and creams.

Earlier this year the Elancyl Compact Massage System was

introduced which, they claim, helps disperse trapped water and toxins while increasing the oxygen supply to the underlying skin tissues.

Designed to be used with low impact exercises and a healthy, whole food diet, the system consists of a Toni-Compact glove, with a perforated rubber surface and flexible, rounded points for kneading and suction motions, Compact Mousse Soap and Compact Cream Gel, which contains vitamin E for premature aging, ivy as a decongestant, and butcher's broom to improve circulation.

Like all of Elancyl's range, the new products have been extensively tested by independent analysts at the company's research facilities in France.

Armed with their extensive research data, Elancyl are keen to see cellulite products marketed in the pharmacies and offer a wide support network, including literature, sample satchets, shelf cards and counter stands, to maximise their product ranges potential.

"We advise that our products are merchandised with the skin care products," explains Jean-Louis Faure, marketing group manager at Pierre Fabre. "We recommend placing our cellulite products together with specialised body care ranges — away from the cheaper skin care items.

"We also believe in placing



Smithkline Beecham's Badedas bath gele and shower gele have been reformulated and given a new look to offer the ultimate bathroom experience, says the company. Variants in the include Revitalising and Moisturising, and Soothing for the bath and Refreshing and Hair and Body for the shower.

products behind the counter in a glass display case, as with perfumes for example, so that customers can ask the pharmacists advice on cellulite products."

To ensure staff are fully briefed on their products, Elancyl runs training courses and evening seminars, enabling them to offer the consumer the best possible service.

Clairol also introduced a new cellulite reducing regime last year. Called Cellutherapie, it is a vibro massage system which is designed to stimulate and improve blood circulation, help to break down fatty deposits and improve the skin tone and texture.

The system comprises a cordless rechargeable massager with two massage heads — the Oil Dispensing Massage and the Concentrator Massage Head — two speed settings, and massage oil and moisturising lotion, all of which comes in a tidy cosmetic bag.

The launch came, according to Clairol's group marketing manager Simon Bluring, following the volume of publicity that cellulite was receiving in the Press.

"Our job is to sell appliances that meet customer needs," he explains. "Cellulite was becoming a much talked about subject and so we decided to produce a product that helped meet consumer demands."

In response to doubters, the company insists that its products are effective when used as part of a whole regime. "We never claim that it is a panacea," says Mr Bluring. "We are always very careful about what we say. However, we do believe that whatever you choose to call it, fat or cellulite, Cellutherapie helps to alleviate the problems when used in conjunction with targeted exercises, healthy eating, drinking plenty of water and generally de-toxifying the body."

Clairol, like Elancyl, sees the pharmacy as the ideal environment to sell such products and gain incremental sales. The only other



alternative, says Mr Bluring, is the electrical appliances outlets, an outlet few people would think of looking to for help to tone up their bodies.

To help promote their products in pharmacies, Clairol have produced a selection of POS leaflets and display cards.

On the oil front, aromatherapy specialists Tisserand have launched a new Cellulite Treatment Oil containing a blend of pure essential oils in Sweet Almond base, which they claim, when used alone or in conjunction with the Tisserand Massage Roller — five small wooden wheels which rotate when drawn across the body — help to stimulate the lymphatic system and increase circulation.



Bronnley have introduced a new fragrance to their Almond Oil range. Designed to evoke the freshness of Springtime Daffodil includes Bath Foam (250ml £4.15), Bath oil (100ml £5.25), Bath soaps (3x75g £4.35) and Moisturising hand and body lotion (250ml £4.25). Also new is the Pink Bouquet fragrance.

helping the body to rid itself of toxins and break down superfluous fat deposits.

Montagne Jeunesse offer a Black Grape Anti-Cellulite Body Oil which they claim helps with massage to relieve the problem, while Vichy have also been actively researching new products, culminating in the introduction of Contour Refining Cream which replaces the Vichy Hip & Thigh Cream.

The new cream contains caffeine with extracts of colanit, holly and ivy for refining the appearance of the hip and thigh areas, while a silicon derivative is included for firmness.

On tests they carried out, Vichy claim positive results were obtained after two weeks of use, with some 87 per cent of testers reporting a contour refining effect after 10 days, while 61 per cent said there had been significant improvements in the skin's firmness.

Whether you believe, like some of the medical profession, that cellulite is just another symptom of being overweight or not, "sufferers" take the complaint extremely seriously. And, they will argue, that they only have to look in the mirror to see very real evidence of its existence.

Some will even resort to expensive surgery to rid themselves of the demoralising, dimpling condition, despite the controversy that surrounds this cosmetic cure.

Customers seeking relief should be advised that no anti-cellulite product can act as a miracle cure in its own right, as the manufacturers are only too aware. Advice on diet, healthy-living and exercise is just as important.



The China Blue fragrance from Potter & Moore is one of the three fragrances available in eight different luxury sets for Christmas.



Soaking up the market

Developments within the sponge and loofah market have concentrated on natural and newer and better synthetic materials.

Spontex have introduced the Calypso range of natural fibre sponges (pictured above), which can be machine washed, unlike a real sea sponge, to ensure freshness and keep them hygienic.

A free Rimmel lipstick on-pack on the Body and Baby-sized Calypso sponges and the Calypso Cosmetic Circle and Make-Up sponges is the current promotional offer.

Also new is a totally new concept in sponges, made of soft stretchy mesh material,

which, while being gently abrasive, help stimulate the circulation, providing a gentle exfoliating action which leaves the skin smooth and soft.

Fine Fragrances & Cosmetics and Inpace can be contacted for further information regarding the new sponges.

Natural Sponges also continue to promote and extend their range, with new products including pumice stone, loofah gloves, back straps, and buffers for use in conjunction with body shampoos, while Rand Rocket's range of products, primarily made in China, are sold in the UK through an expanding number of different outlets.

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aromatherapy



A superb range of products available from the Aromatherapy specialist

pure essential oils
bath oils and soaks • shampoos
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Tax management for the pharmacy

The NPA's finance and administration officer Brian Dosser looks at the pros and cons of trading as a limited company and comes down in favour of sole trading. He also notes the effect of some of this year's budget changes — and concludes that for pharmacy at least, they are not especially open-handed

There are still far too many pharmacists who trade as limited companies, so perhaps it is worthwhile explaining the consequences and financial effects of trading by this method as opposed to being a sole trader.

The historical protection of limited liability has long since disappeared. This is because anyone offering any significant amounts of credit or finance to a company will invariably ask for the personal guarantees of the directors.

Tax illusion

The tax advantages of limited companies are also illusory for all but the largest pharmacies and chains of pharmacies. The reason for this is that the lower rates of corporation tax for smaller companies are only beneficial if money is being left in business for expansion or acquisitions. It is, however, far more likely that the proprietor will draw up to the hilt upon the income generated by his business; he usually needs the money for living expenses and family commitments.

Example one shows the advantages for the owner of an average size pharmacy who

runs his business as a sole trader. You will see from this that the sole trader has £3,189 more cash to spend than his counterpart trading as a limited company. There is also the additional benefit that his tax and National Insurance (which totals £10,746) will not be payable until January and July in the tax year following the year when the profits were earned, whereas the company director has his tax deducted each month from his salary.

Interest at say 10 per cent on this sum for 15 months or more (depending upon the calendar month of the accounting year end) is worth a further £1,500 to the sole trader.

SERPS reduction

The sole trader will not, however, be eligible for unemployment benefit, sickness benefit, nor any state earnings related pension (SERPS).

Unemployment benefits for a single person only amount to around £12,000 for a twelve month period, and ceases thereafter. Moreover, the value of SERPS is being steadily reduced and under attack by the Government who realise they have a growing liability they cannot meet.

Freedom

But the sole trader has more freedom and flexibility all round. In particular, he may withdraw as much of his capital as he chooses, drawing out money when the business is flush and replacing it as and when circumstances necessitate. Even with a saving of over £3,000 the sole trader can provide himself with sickness cover (an outlay of £300 with a Friendly Society would secure annual sickness cover of £16,000) and still have a large sum available to spend upon a proper pension for himself. Such a pension contribution would itself attract tax relief, so that in this example a gross sum of £4,500 could be paid into a personal pension plan. (£4,500 less tax relief at 40 per cent = £2,700).

The director of a company is not allowed to make loans to himself and will incur tax and legal consequences if he borrows money from the Company (ACT assessed under Section 419 ICTA 1988).

Budget changes

This year's budget changes brought few opportunities for small businesses; the main benefit for pharmacists was the introduction of the 20 per cent tax band on the first £2,000 of taxable income, a saving of £100!

The creation of trade association "hot lines" to monitor late payments by debtors and the insistence that Government subcontractors must pay their small suppliers within 30 days of invoice is not

much help to the cash businesses of retail pharmacists. There is no suggestion that the Government itself will pay its own direct suppliers any quicker.

The National Insurance

Example 1: Tax year 1992-93. The pharmacy shows a net profit of £40,000 before charging proprietor's remuneration etc.

1. Profits available

	A. Run as a limited company	B. Run as a sole trader
Net profit (before charging items below)	£ 40,000	£ 40,000
Audit fees, secretarial and other company compliance costs	1,000	—
Director's salary	30,000	—
Company NI contributions	2,580	—
Company NI addition for car benefit	288	—
Car running costs and capital allowance	5,400	5,400
Net profit before tax	732	34,600
Corporation tax at 25%	183	—
Balance left	£549	£34,600

The balances above are distributed to the proprietor in example A by way of a dividend, and in example B by cash drawings.

2. Taxation and National Insurance payable

Tax computations	Limited company	Sole trader	
Director's salary	30,000	Net profit	34,600
Dividend gross	732		
Car benefit scale (2,000cc car)	2770	Disallow say third of motoring expenses for private use	1,800
	30,057		36,400
Less personal allowance	3,445	Personal allowance	3,445
Taxable income	30,057	Taxable income	32,955
Tax payable as follows:			
£0 to £2,000: 20%	400	£0 to £2,000	400
£2,001-23,700: 25%	5,425	Up to £23,700	5,425
£23,701-30,057: 40%	2,543	Balance of £9,255 at 40% of	3,702
Income tax payable	£8,368	Income tax payable	£9,527

Income tax and National Insurance payable as follows:

Payable on dividend	183	Assessed as Sch D tax	9,527
Deducted by PAYE	8,185	NI Class 4	941
Employees NI deduction	1,699	NI Class 2 (weekly deductions)	278
	£10,067		£10,746

3. Proprietor's cash after tax and National Insurance

Salary	30,000	Drawings	34,600
Dividend (net)	549		
Less PAYE	(8,185)	Sch D	(9,527)
Less NI	(1,699)	NI Class 2 and 4	(1,219)
Net pay	£20,665	Net pay	£23,854

charge payable for the first time in June 1992 in respect of car benefit scale charges is one more factor weighing against trading as a limited company.

Nevertheless the budget has provided some tangible evidence of the Government's belief in the right of individuals to pass on to their children the benefit of their hard earned wealth built up during their life time.

Total exemption from inheritance tax applies to businesses transferred after March 10 1992, whether they are incorporated or not. This welcome move is good news for those who do not need to sell their businesses to provide funds for their retirement.

However, if we now move forward over the years and look ahead at the tax position facing the two pharmacy proprietors from our example who are now contemplating retirement, we find that the owner of the limited company has further problems.

To avoid what will be effectively a double charge to tax on the capital gain the owner of the company must find a purchaser for his company as a going concern — ie he must sell the shares in his company.

Example two shows what happens if he allows a purchaser to buy only goodwill fixtures and fitting and stock from his company. You will see that the company owner loses out to the extent of tax at his highest rate on any capital gain made on sale of the business.

Example 2: Assume both owners age 55 and therefore entitled to £150,000 of retirement relief on any capital gain

	Business owned by a limited company	Business owned by a sole trader
1. Simplified balance sheet before sale	Fixtures and fittings £15,000 Stock £50,000 Share capital and reserves £65,000	Fixtures and fittings £15,000 Stock £50,000 Proprietor's capital account £65,000
2. Balance sheets after business sold at £200,000	Cash at bank £200,000 Share and capital reserve £200,000	Cash at bank £200,000 Proprietor's capital £200,000

3. So far there is no difference as the gain arising (ie, the "goodwill" which has been sold) amounts to £135,000, and retirement relief will in both cases extinguish any Capital Gains tax. But when the proprietor wants to utilise the proceeds for his own benefit, then the sole trader merely takes the money, whereas the shareholder cannot get his cash out of the company without paying further tax, as follows:

Either (1) Company pays dividend	£200,000
Advance Corporation Tax payable to Inland Revenue	£50,000
Net divided to shareholder	£150,000
Higher rate Income Tax assessed on shareholder	£30,000
Net cash to shareholder	£120,000
Or (2) Company goes into liquidation	£200,000
Shareholder receives	
but will now pay Capital Gains tax of (note A)	£80,000
Net cash to shareholder	£120,000

Notes: A. For simplicity it has been assumed the shares had only a nominal value, having been acquired at the formation of the company. Capital Gains tax is payable at Income Tax rates: in this case the rate would be 40 per cent.

B. There are more tax efficient ways of getting the money out of the company but they all take time or involve some continuation of business. This negates the purpose of this sale which was to enable retirement to take place.



RESEARCH PROJECT GRANTS ARE NOW AVAILABLE TO ALL PHARMACISTS.

The Project Development Grant Scheme is open to every pharmacist resident in England. It is for pharmacists prepared to invest time in undertaking useful research in the field of practice.

Pharmacists working in any sector of the profession and academic staff of schools of pharmacy will be considered for the grant scheme.

The grants are intended to encourage and support individual pharmacists undertaking small research projects. The financial support is for personal time and costs directly related to this research work.

Our definition of practice research is broad and includes observational as well as experimental studies covering all relevant research methodologies. We are looking for research proposals that examine any aspect of the pharmaceutical service in the community or primary care sector. This does not preclude practitioners based in other sectors of the profession

applying, but any proposed research must specifically look at an aspect of pharmacy in the primary care or community sector.

The annual sum of money available for each grant is not large and applications for sums in excess of £15,000 are unlikely to be considered. However if you only require a small sum of money your application will be considered alongside other more ambitious projects.

Application forms and further information can be obtained from:

Mr G Clarke at the Department of Health, Room 124A, Portland Court, 158-176 Great Portland Street, London W1N 5TB. Applications must be made by the pharmacist who intends to undertake the project work.

The Project Development Grants are funded as part of the commitment made to pharmacy practice research in the Primary Care White Paper, "Promoting Better Health".

The closing date for completed applications is 14th December 1992.

Pharmacy Practice Research Enterprise Scheme 1993.

Another step up for SB's Jensen



Peter Jensen

Gretag launch into supporting role

Gretag have launched a retailing package around their Master Lab photoprocessing unit. Both Kodak and retail design consultants Wiselow have been involved in the package. Kodak provide the supplies and technical backup, while Wiselow have contributed the design expertise.

Colour Express One Hour Photos offers retailers shop fitting units to match their Master Lab photoprocessing unit, illuminated signs, shop fascia, and branded POS material and photo wallets.

In addition they receive publicity literature, start up orders and discounts for Kodak paper and chemicals.

They also have access to the Kodak minilab help desk.

The heart of the system remains the Master Lab, a photoprocessing unit which occupies less than a square metre of floor space.

Smithkline Beecham are to merge their UK and European consumer brands businesses into a single operating division. And Peter Jensen, currently the managing director, health and personal care, of SB Consumer Brands UK, will step up to take control, becoming chairman and senior vice-president Europe of SB Consumer Brands.

Earlier this year the healthcare and personal care operations were merged with the aim of concentrating the company's efforts on promoting core brands and key development areas. Mr Jensen who was md of both the individual companies became md of the combined operation (C&D February 8, p226).

The consolidation of the UK and European operations into one is the continuation of a reorganisation started at the end of 1990, when SB's worldwide commercial operations were re-organised into the four operational areas of Japan and the Pacific, North America, Europe, and the rest of the world (C&D,

December 8, p1031).

There have been other moves at SB. Frank Auton, who was the general manager vice-president of Drinks and Ireland, SB Consumer Brands, is now director and vice-president, European health drinks, SB Consumer Brands. And Peter Glynn Jones, formerly the managing director, SB consumer Brands is now managing director, strategic development, SB Consumer Brands.

C&D understands there will be an internal appointment to replace Mr Jensen in his most recent role. The moves reflect a major re-organisation at SB Consumer Brands. The company appears to be concentrating its efforts on the medicine portfolio, especially OTC medicines.

C&D understands that under the new company structure oral care will remain an important part of SB's business and the company will continue to follow a strategy of adding research value to its OTC brands, endorsed by the company's research heritage.

Unichem riding high at half way stage

Half year results for Unichem show record sales and profits for the expanding and wholesale and retailing group. Pre-tax profits increased 55 per cent to £15 million, while turnover put on £48m to touch £500m.

Jeff Harris, Unichem's chief executive, said: "Our business continues to show strong growth, in contrast to other sectors of the economy. Increased sales of prescription medicines more than compensated for weaker growth in OTC products such as toiletries and beauty products."

In the chairman's statement, Lord Rippon maintains that the 11 per cent increase in turnover does not reflect the true growth of the business, as the 1992 figures do not include the sales of Glaxo following the introduction of the agency scheme.

The results include an extraordinary item of £2.4m relating to the disposal of the company's nappy manufacturing business. "Intense competition from the major nappy

manufacturers meant that the board could see no prospect of adequate returns from this business," says the chairman's statement.

Undiluted earnings per share for the company are up 17 per cent to 7.6p per share, while fully diluted earnings have put on 20 per cent to 7.2p per share.

Mr Harris says that the company's retail arm, based on the Moss chain, has succeeded in increasing its operating margins following a strategy of "innovative marketing schemes, an increased range of own label products and careful attention to service."

On the wholesale side, the chairman's statement says Unichem have increased their share of the market.

However, sales also include a "small first time" contribution from the of the Portuguese wholesale businesses bought by the company in the first half of the year. An interim dividend of 1.9p has been declared.

United Drug bid for Alchem

The Dublin based pharmaceutical wholesaler United Drug have made an all paper bid for Alchem, the parent company of Sangers (Northern Ireland).

More than a third of Northern Ireland's retailers are shareholders in Sangers, a member of the Numark voluntary trading organisation.

The offer is for 13 new United shares for every eight Alchem, which observers say values the target company at IR5.16 million, or £5.3m sterling.

If the deal goes through, Alchem shareholders also get a 3p cash loyalty bonus if they hold onto their new shares for three months.

Some 15 per cent of United Drug's shares are owned by Republic of Ireland pharmacists. If the deal goes through, and as C&D goes to press United seem to have 18 per cent of Alchem bought or promised, the combined operation would have an estimated turnover of IR110m.

Unilever interims

Unilever have increased pre-tax profits by 10 per cent to £888m the first six months of 1992. Sales are up 4 per cent to £11,644m. The interim dividend will be announced with the third quarter results.

One in four

One in four retail outlets fail to comply with the requirement to indicate the selling price of goods, according to the Local Authorities Co-ordinating Body on Food and Trades Standards.

Drugs plant

Total net capital expenditure by the UK pharmaceutical industry reached £628m in 1991, says Marketing Strategies for Industry. The information is contained within MSI's review of the industry "Databrief: Pharmaceutical manufacturing Plant: UK". Price £190; tel: 071-371 0955.

Retail prices

The retail prices index (RPI) for August was 138.9, an increase of 0.1 per cent since January and 3.6 per cent on a year ago.

Du Pont targets UK with Dutch generics

Du Pont Pharma are entering the cutthroat UK retail generics market. Through its subsidiary Multi-Source Products the company initially plans to offer cimetidine, piroxicam, methyldopa and co-trimoxazole. At the end of November they will be adding dry powder salbutamol.

The key to the operation is Multi-Source Product's tie up with the Dutch generics manufacturer Pharmachemi in Holland. MSP's sales manager Mike Trueman told *C&D*: "We are looking to supply the generics product from outside our own company. Our tie up with Pharmachemi, which is a wholly-owned by OPG, a pharmacists co-op in Holland, is almost a partnership.

"Not only can we use and sell their products, we are sharing product development with them across the world.

"We market their products across Europe outside of Holland."

Du Pont are aiming for next day delivery using their own vehicles which are already in place for the company's X-ray photoprocess service.

Both multiples and

wholesalers are targets for the operation, but "we have been known to deliver to local retailers in the past."

In fact initially the company is not expecting the bigger retail chains to show interest, but this may change once their first pass generic substitutes come on stream. "We are looking at very significant first pass generics in, for example, the inhalation area and non-steroidals.

"On average there is a 40:60 split in the generics market between hospitals and retail. We are aiming to achieve around the same split for our businesses in two years time in the UK."

Mr Trueman says the retail generics operation will be competing on both price and the service available from a large corporation. "The UK market is one of the largest in Europe for generics."

Cover your computer worries

A computer is still an expensive item and still a very vulnerable one. You or your staff may not have poured a cup of coffee over your keyboard yet, but for many users it is an ever present danger — and worry.

With this in mind, a Myriad

Audio Visual Sales have launched a washable keyboard cover which is transparent and moulds to the keys. The company says that while there are thousands of variations of keyboard they will aim to provide an exact cover. £13.99; tel: 071-380 0191.



Terry Norris, managing director, Numark is pictured presenting a cut crystal rose bowl to Bruce Morris, chairman of the Bradford Chemists Alliance to mark the 75th anniversary of the BCA (C&D March 21 p441)

Happy birthday for Keyline

Keyline Brands have won the distribution contract for herbal laboratories' Tanacet Feverfew 125. The product is described as a "medically acknowledged herbal treatment for sufferers of migraine and other recurrent headaches" by Keyline.

The company, which has been in business for just two years, also distributes Cuticura, Erasmic, Topol and Inecto hair care.

Sunday campaign

The Shopping Hours Reform Council and the Consumers' Association have launched a joint Sunday Shopping Campaign. the campaign, which is supported by the national consumer Council, a touring roadshow, a leaflet campaign and a petition to reform the law.

SHRC chairman Baroness Jay said at the launch of the campaign: "Sunday shoppers are the same people who voted for their local MPs and councillors, yet their wishes are repeatedly ignored."

Five more shops for Allen Lloyd

Lloyds Chemists have opened five new shops in the last three weeks. the group has added two drugstores, in Sutton Coldfield and Lancaster, bringing the number of drugstores in the group to 234. The other three stores are all Holland & Barrett, the health food outlets. They are sited at Ormskirk, Mansfield, and Lytham St Annes.

Lloyds have been putting some of the retailing sites it acquired from the receivers of Cavendish and Castle, the failed newsagents and greetings card chain, to use; the Ormskirk Holland & Barrett is the fourth conversion of one of these stores, say Lloyds Chemists.

Power supply helps prevent data loss

MPL Powerware have introduced the personal 1000 and 2000 uninterruptible power supply systems which are designed to protect computers, workstations and LAN systems from the potentially disastrous effects of a mains power failure.

Said to be ideal for use in pharmacies, the "on-line" systems continue to feed uninterrupted power direct to the computer for more than ten minutes, preventing data loss by enabling critical systems to be shut down in a controlled manner.

The MPL Powerware units are portable and can be simply plugged in. Further information is available from David Fremlin on 0753 686200.

Coming Events

Tuesday, September 29

Slough branch RPSCB Law and safety at work by Dr John Sugden, principal lecturer, De Montfort University, Leicester. A joint meeting with the local NPA and Reading branch RPSCB at Wrexham Park Hospital, Slough at 8pm. Buffet from 7.15pm

Wednesday, September 30

Oxfordshire branch RPSCB Cheese and wine party at Lincoln College, Oxford beginning 7.30-8pm. Covering charge £2.50 per person. Pre-registration students free.

Somerset branch RPSCB Centre for Pharmacy Postgraduate Education evening course entitled "Prevention of AIDS — role of the community pharmacist" held at Walnut Tree Inn, North Petherton. For details on how to book, telephone John Harris on 0749 673842.

Thursday, October 1

Dundee & Eastern Scottish branch RPSCB Tour of Mills Observatory at 7.45pm with Fiona Vincent, city astronomer followed by chairman's reception.

Morecambe Bay & District branch NPA Talk by Mr R.W.Bray, director of administration and operations of the Prescription Pricing Authority in Newcastle, in the Elms Hotel, Bare, Morecambe at 8pm. Buffet from 7.30pm.

Advance Information

Community care in the UK and US. A conference in London on October 12 being run jointly by the National Schizophrenia Fellowship (NSF) and Concern. Details from NSF (Tel: 081 547 3937).

Quality of life and outcome measures. A one day symposium at the Royal Society of Medicine, London on October 14. Cost for a single delegate is £275, or £500 for

two delegates booked at the same time. Details from Brookwood Medical Publications (Tel: 0483 797975).

The Parenteral Society Annual conference (including the AGM) at The Hilton National Hotel, East Midlands on October 20-21. Cost for two days £200/£260. Details from the Society (Tel: 0793 824254).

Current medical advances — A half-day symposium on October 22 at the Royal Aeronautical Society. Organised by the British Association of Pharmaceutical Physicians. Further details from Elizabeth Borg (Tel: 071 491 8610).

Institute of Pharmacy Management International Annual conference and training seminar at the Victoria Hotel, Bradford on October 23-25. Theme: Profit or loss in the provision of pharmaceutical services. Cost £120. Details from Dr I.F.Jones (Tel: 0535 273528).

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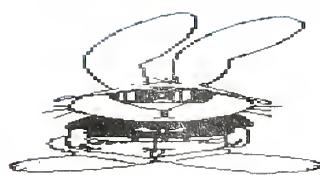
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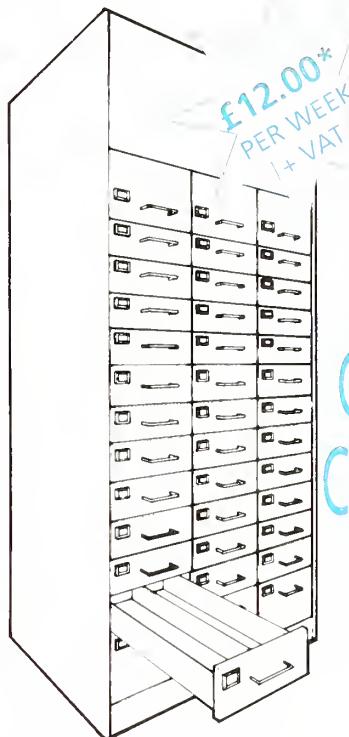
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TRADE LESS 30%+VAT+POSTAGE – 58 Anafranil SR 75mg caps; 54 Catapress 300mcg tabs; 18 Colestid sachets; 14 Corwin tabs; 34 Emflex caps; 80 Ebsatal 10mg tabs; 100 Dexamethasone 2mg tabs; 50 Inderetic tabs; 40 Lopid caps; 14 Lamictal tabs; 82 Midrid caps. Tel: 081-684 1352.

TRADE LESS 40%+VAT+POSTAGE – 10 x 100 Abcure clipipak single use insulin syringes 0.5ml; 109 Retrovir 250mg (exp 3/93). Tel: 0484 717984.

5 X 30 CORGARD TABS (PI) (exp 7/94), £4 each, ie trade less 33%+VAT+postage; 2 x 50 Vibramycin 100mg (PI) (exp 4/93) trade less 20%+VAT+postage. Tel: 0604 20008.

CHOLERA VACCINE; Typhoid vaccine x 10 of each. 50% off trade. Tel: 0708 743341.

TRADE LESS 50%+POSTAGE – 3 Calynar inj 2ml (exp 1995); 5 Varidase combi-pack (exp 8/93). Tel: 0248 670238.

TRADE LESS 50%+VAT+POSTAGE – 3 Suprefact nasal sprays 10g; 5 Colifoam; 100 Hydromet tabs; 100 Hexopal Forte; 168 Cordilox 160mg; 4 Zinacef 750mg; 56 Spiroctan 100mg caps; 72 Spiroctan 50mg tabs; 100 Ebsatal 10mg; 48 Imuran 25mg; 72 Esidrex 50mg; 70 Aldactone 100mg; 28 Accupro 10mg; 100 Hygroton 100mg. Tel: 081-788 3053.

270 LAMBERTS formula ME No 1 @ £6+VAT; 90 Lamerts formula ME No 2 @ £3+VAT. Plus postage £1.50. Total £12.07. Tel: 0606 77485.

TRADE LESS 20%+VAT+POSTAGE – 6 x 10ml Humulin Lente (exp 1/93); 2 x 28 Secadrex tabs; 200 Megace 40mg tabs; 80 Lopresoretic. Tel: 0322 526470.

TRADE LESS 40% – Parodel 10mg caps (exp 11/92). Tel: 081-778 3506.

TRADE LESS 50%+VAT+POSTAGE – 4 x 50 Androcur (old pack) (exp 9/93). Tel: 0274 599576.

TRADE LESS 50%+VAT+POSTAGE – 3 Suprefact (exp 1/93); 2 Regaine (exp 11/92); 3 Bardic uro-sheath 1502L; 10 Regard 500ml leg bag l/t. Tel: 081-422 3905.

TRADE LESS 50%+POSTAGE – 5 Fluoro-Uracil 5 amps/ 10ml (exp 10/92); 4 Fluoro-Uracil 5 amps/10ml (exp 7/93); 9 Roferon A 9 million iu. Tel: 0483 714571.

FOR SALE

WHITE ENAMEL Avery dispensing scales. Little used. Perfect condition. Surplus to requirements. £75 ono. 0-50 G class B. Tel: 0275 856330.

CHOLESTEROL TESTING – Ames mini-lab and Quick Read systems. Light use. £375 each. Tel: 081-204 2412.

ZAF MEDICINE COUNTERS with drawers; display counter; 2 perfume cabinets; Zaf metal and glass shelving; Showrax metal shelving. Tel: 081-574 2767.

WV POLO RYDER – Registered March '91. Excellent condition. One careful owner. Security alarms. Removable radio-cassette. 13,000 miles. Price £7,300. Tel: 081-777 0021.

WANTED

PHARMATON skin activator wanted. Tel 0206 322109. Fax 0206 323559.

DERMICEL TAPE required. 2.5cm or 5cm. Tel: 0603 486504.

NOMAD CASSETTES – Any quantity. Anywhere. Will collect. Tel: 0836 618173.

EXCESS DISPENSARY and surgical

stocks wanted. Urotainers; Bard; Simpla night and leg bags. Also require any excess OTC stocks. Telephone or fax: 0702 75140.

GONADOTRAPHON LH double amp 1000iu. Any quantity. Tel: 081-969 1465.

MAX FACTOR – lasting colour lipstick "Coral Twist". Up to six wanted. Tel: 0602 254522.

TABLET COUNTER WANTED URGENTLY. Tel: 0639 643285.

TABLET COUNTER in good working order. Tel: 081-340 9769.

ACCOMMODATION

WORSLEY, MANCHESTER – Large 4 bedrooned detached house. New kitchen and bathroom/wcs. Conservatory extension, kitchen/diner; lounge; dining room; good gardens. £85,000 no offers. Tel: 0942 875989 or 061-799 7316.

PLEASE MENTION "C&D BUSINESS LINK" WHEN RESPONDING TO ADVERTISEMENTS ON THIS PAGE

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EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

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About people

Pharmacists appointed to advisory bodies

Professor Alain Li Wan Po, Head of the School of Pharmacy, and Professor of Pharmaceutics, Queen's University, Belfast has been appointed to the Committee on Safety of Medicines (CSM).

Professor Li Wan Po is also the author of "Non-Prescription Drugs", a book based on a series of articles commissioned by *Chemist & Druggist*.

His was one of 20 new appointments to the CSM and the Committee on Dental and Surgical Materials (CDSM) announced by Dr Brian Mawhinney, Minister for Health. The appointments to the Committees will take effect from January 1, 1993 and will run to December 1995.

Professor Christopher Marriott, professor of pharmaceutics, Kings College, London, was appointed to the CDSM.

Professor Alexander Florence, dean of the School of Pharmacy, London University was reappointed to the CSM. Mr Brian Meakin, senior lecturer in pharmaceutics and principal Centre for Drug Formulation Studies, School of Pharmacy and Pharmacology, University of Bath and Mr Terence Dudley, head of department of pharmacognosy, The Welsh School of Pharmacy, University of Wales, College of Cardiff, were reappointed to the

CDSM. Nine women were newly appointed to the two advisory bodies.

Sheila MacGregor has been appointed Super Vantage business development manager for the AAH Pharmaceuticals Central Region.

AAH Pharmaceuticals have appointed **Mark Lovell** as a member of their Link salesforce working out of the AAH Bristol branch.

Catherine Bardsley has been appointed senior product manager at Healthcrafts Ltd, with responsibility for developing the pharmaceutical area of the business.

Health and Diet have appointed **Gareth Zeal** as FSC nutritional consultant.

Elizabeth Arden Ltd have appointed **Mr Leslie Barber** as group marketing manager for the company.



Past and present staff at the National Pharmaceutical Association gathered at Mallinson House last week (see September 19, p536) to wish former business services manager, John Goulding, a happy retirement. Pictured at the event are (l to r): Will Kneale, EEC Liaison Officer 1970-1983; Joe Wright, NPA director 1961-1981; Tim Astill, NPA director; John and Jean Goulding and Trefor Williams, business services manager.

NPA vacancy in Exeter

The Exeter & District branch of the National Pharmaceutical Association is looking for an NPA member who would be willing to assume the Secretaryship of the branch. The vacancy has arisen because, after many years as branch secretary, Mr Derek Boobier has decided to stand down.

The NPA emphasises that the post is not an onerous one as any

administration in connection with branch organisation is done from Mallinson House, and there is no obligation to hold branch meetings.

Any NPA member who is interested, or would like to find out more about the work of local branch secretaries, should contact Mrs Ann Northey, Local Organisations Executive, NPA, Mallinson House.



The winners of the Andrews Antacid Pharmacy Display competition celebrating outside the Royal Albert Hall on the last night of the Proms. The winning pharmacists and their wives are Mr and Mrs Coyle, Mr and Mrs Baxter, Mr and Mrs Panchmatia, Mr Pepperell, Mr Niellen, Mr and Mrs Maynard, Mr and Mrs Levine, Mr and Mrs Gezaroot, Mr and Mrs Smith, and from Sterling Health Mr and Mrs Wallace and Mr and Mrs Dyson. Mr Reder, one of the winners was unable to attend and donated his prize to the Parkinsons Disease Society of the UK, who raised £500 by selling the tickets.

Hitchin Health Fair

Community pharmacy was actively promoted by the Hertfordshire LPC at its stand at the Hitchin Health Fair held last weekend. Blood pressure testing, carried out by pharmacist Gordon Bird proved very popular with visitors to the fair. Large numbers of leaflets provided by the Royal Pharmaceutical Society and the NPA were also distributed from the stand. The Committee will be taking part in a similar event for ethnic communities to be held in Watford in October.

DO YOU WANT THIS
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IF NOT – GET A JRC SYSTEM



**John Richardson
Computers Ltd**

It's easy to understand why so many pharmacies become bound to one particular wholesaler. With such inducements as free PMR and EPOS systems, the logic appears sound.

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JRC systems do away with these "what ifs". By holding up-to-the-minute Pip, Prosper and Link codes (and any others you may need) JRC gives you the freedom to order goods from whoever you choose, whenever you choose – enabling you to make the most of special deals, discounts and offers.

Changing wholesalers is done within minutes – without the need for a new system, re-training and re-inputting of information. And you have peace of mind, knowing the system is all yours.

JRC pharmacy systems and service are the best available. If a wholesaler does offer you a free system, for your sake, make sure it's a JRC.

Better still, retain your freedom and invest in one yourself – and enjoy the benefits: increased efficiency and profitability.



The logo for JDC Pharmacy Systems. It features the letters "JDC" in a bold, black, blocky font on the left. To the right of "JDC" is the word "PHARMACY" in a large, bold, italicized black font. Below "PHARMACY" is the word "SYSTEMS" in a smaller, bold, black font. The entire logo is set against a dark background.

HELPING YOU IMPROVE YOUR BUSINESS

Please send, without obligation, JRC's PMR video	<input type="checkbox"/>
Please send, without obligation, JRC's EPOS video	<input type="checkbox"/>
Please contact me to arrange a demonstration visit of JRC's premises	<input type="checkbox"/>
Name: _____	
Address _____ _____ _____	
Postcode _____	
Tel: _____	
Post coupon to JRC Limited, FREEPOST, Preston, PR5 6BR or telephone 0772 323763	

WELL-KNOWN THROAT LOZENGE COMES OUT OF HIDING.



Bradosol throat lozenges are now GSL. And to celebrate their new upfront status, we've given them a new upfront image with bright modern packs and a great-tasting boiled sweet format. But the changes aren't all just for show. Bradosol itself, now containing Benzalkonium Chloride, becomes the market's first non-confectionery sugar-free throat lozenge. While Bradosol Plus contains the unique Lignocaine

Hydrochloride, a powerful local anaesthetic.

To make sure your customers get the message, we'll be spending over £550,000 on advertising Bradosol in the national newspapers right throughout the Winter sore throat season.

And to make sure you get the rewards, new Bradosol will only be sold through pharmacies. So if you stock it, you'll go out in front too.

BRADOSOL

